

RADIO

SCREEN

STAGE

VARIETY

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64 PAGES

MET OPERA ON DUE BILL

Witnesses in Famous Criminal Trials To Get Lie-Detector Test on Radio

A new radio crime program combining a scientific gadget, the lie-detector, with witnesses of famous court cases, now past, is in the process of clicking with a prospective sponsor. That originated and controls the novelty is Federal in New York.

Idea is for witnesses in front page trials to return and take the lie detector test invented by Father Walter G. Summers of Fordham University. Much curiosity and publicity is seen by Federal in the new novelty which meets several modern ideas of what a radio entertainment should have, viz.:

Audience participation
Authenticity
Human interest

Attorneys have been approached to have their clients, principals in former famous criminal cases, submit to the lie-detecting system. Bernard J. Sandler, attorney for Thos. Patrick Morris, persistent claimant to the \$100,000,000 Wendel fortune, has been put through the test and is said to be ready for the mike. Others sought for the series of broadcasts, each of whom will relate their personal experiences in connection with the individual case, are George McManus, who was tried and acquitted of the murder of Rothstein, the Broadway gambler, and the principals in the Scottsboro case who have been freed.

It is understood that James D. C. Murray and Samuel I. Liebowitz, attorneys in the latter cases, have been approached on the matter.

Wall St. Blues Slow Florida Bookings; N. Y. Niteries Blah

Buyers of entertainment for Florida this winter are treading more cautiously than last year, and avoiding the splurging of past couple of seasons, thanks to the Wall St. tickers. At this same time last year buyers of talent were scrambling to get top acts for their respective spots.

Last year reservations, etc., hit heartening highs early, and the gamble was not too great. This year, plane, railroad and hotel reservations are trickling in slowly.

New York niteries hope that with the new market regulations and election over that things will pick up henceforth. Past month has been murder, several being compelled to huddle with creditors to take things easy, etc.

One spot remained the bull market amidst the Wall Street blues; that was an East Side stay-up-all-niter to which all the other cafe managers repaired. To drown their sorrows.

Stompin' at the Bar

Philadelphia, Nov. 2. 'Big Apple' was more than the ceiling of a State Liquor Store here could bear last week. When employees came to work one morning they found their entire \$15,000 stock buried under chunks of broken plaster from the 18-by-75-foot ceiling.

Strand Ballroom is right above the liquor store in Philly's Harlem. Investigation by State exchangers revealed guys and gals had been doing their stuff on the B.A. when the crash occurred.

'Now it's waltzes or nothing.'

ACTORS CAST AS AUTO SHOW SALESMEN

Legit actors—who are finding things tough on Broadway at the moment—are doubling at the auto show as salesmen. Several have been set by Murray Phillips, legit agent, who has expanded his business to include casting the auto show for several years. Legiters are figured to give the auto show salesmen more s.a. and showmanship.

Routine is given the actors in the form of a script so that they can learn their parts and appear well informed as salesmen. Also they dress up the show with that intangible quality of personality which the auto dealers figure arouses more customer interest. Among those at the show are Alexander Campbell, Robert Shayne, Frank McNellis and Kirk Brown.

There are also numerous picture actors working at the show. They were first used in commercial and promotional films and now handle the lecture end at the show, being familiar with the routine.

Campus Nixes Bally

Minneapolis, Nov. 2. University of Minnesota authorities turned down the \$250 offer of Maurice Abrams, Metro exploiter, to have the Minnesota band form a firefly and play a selection from 'The Firefly' before 64,000 people between the halves of the Minnesota-Notre Dame football game.

Paradoxically, Minnesota is the key in a new collegiate move to make the newsreels give up football coverage since the radio sponsors are now paying the colleges for the grid game airings.

TIME-FOR-SPACE SWAP BY RCA

Borrowing Custom from Local Stations, RCA Will Match Advertising Dollar for Dollar with Magazines Sponsoring Opera Broadcasts

LIKE 'TIME'

RCA is trying to get from under its Metropolitan Opera obligation this season by offering a time-for-space exchange deal that is without precedent in the business. Any group of magazines or newspapers may have the 16 opera broadcasts on a package arrangement, which consists of the program cost, the time and whatever extra line or personnel facilities required, for \$375,000, while RCA, in return, guarantees to spend \$375,000 more than it did last year for advertising in these publications.

While the time-for-space idea is not a novel one on local stations, the guaranteed dollar volume as stipulated in RCA's Metropolitan Opera proposition would establish a record by a wide margin. Deal whereby 'The March of Time' became a part of NBC's blue schedule Thursday nights was predicated on a similar exchange, with Life magazine carrying as an insert the full edition of the RCA giveaway, 'Listen.'

It is proposed that the Saturday matinee opera be broadcast over the blue network. Effort by RCA to (Continued on page 62)

President Reported Familiar with Cohan's Personation—Likes It

President Roosevelt is known to be somewhat familiar with the incidents enacted in 'I'd Rather Be Right,' the show which has the chief executive as the principal character, billed in his full name as are other administration leaders. He is said to have expressed a desire to witness a performance.

President is also reputed to have remarked that from what he heard about George M. Cohan's portrayal of Mr. Roosevelt, it would win him and the New Deal many supporters.

Baltimore, Nov. 2. Playing of 'I'd Rather Be Right,' the new George M. Cohan musical burlesquing the New Deal, at Ford's here last week, attracted considerable local newspaper comment with proposed visits by members of official family in nearby Washington prominently mentioned. A reservation (Continued on page 62)

Lavish Replica of Paris for 52d St.: Eight Cafes Within One Project

Studio 10

Philadelphia, Nov. 2. Recent edict of Ben Gimbel, WIP prez, proclaims secretaries must never fail to tell their respective bosses where they are going when they leave the office during working hours. Which has led to the sudden origin at WIP of 'Studio 10.'

Another Franco-American innovation in New York's night life will be the Streets of Montmartre, lavish, midtown replica of the famous Paris niteries sector, which Clifford C. Fischer, Lee Shubert and the Haring & Blumenthal-Jack Shapiro interests (French Casino syndicate) will sponsor. It's to be situated on the present Iceland site, West 52d street, running through to 53d street, and will be enhanced in size by two buildings which Shubert owns on 52d. Thus, the Shubert property and the present Iceland entrance will flank the Guild theatre, and run through to 53d where it will merge into a larger area.

Fischer who brought to America the French Casino type of shows, is priming this venture for a spring opening, and with an ultimate eye to the 1939 World's Fair crowds.

Streets of Montmartre will be a faithful replica of Sacre Coeur de Notre Dame sector, with every detail authentically reproduced so that (Continued on page 62)

PRODUCERS IN CLOSE TAB ON GAB

Hollywood, Nov. 2. Radio dirt dishers are due for rude surprise when reports of the special committee of Motion Picture Producers' Association, of which Darryl Zanuck is head, are ventilated. Two listeners were assigned last week to catch every utterance of the gabbers. Air checks are also being made of every gossip broadcast and will be played back for the committee.

Gossipers will be called on the carpet if any of their mouthings are in questionable taste. Action will follow by Producers' Association, which will determine what punishment shall be meted out.

In the case of flagrant violations, sponsors will be advised and asked to take some action so that friendly relations with studios may be maintained. In this connection the hint may be dropped that unless the practice ceased studio cooperation on advertising tieups will be terminated.

In the Spirit(s) Of Co-op, Bourbon Mfrs. Ask For a Pix Break

Hollywood, Nov. 2. Bourbon Whiskey Distillers are doing burn at Hollywood over the heavy promotion in pictures for Scotch, to exclusion of their product, and are sending reps here to talk it over with producers.

Claim that in most pictures where a drink is served, it is generally Scotch and soda, and such exploitation has made country Scotch-conscious.

Request is made to dialog such sequences as 'bourbon and soda' or just 'whiskey and soda.'

Bourbon makers say they are en- (Continued on page 62)



MUSIC THAT LINGERS ON

The Hour of Charm

AN ALL-GIRL UNIT OF THIRTY
MUSICIANS AND SINGERS

MONDAYS, 9:30 P.M., EST
NBC RED NETWORK

Conducted by PHIL SPITALNY
c/o Park Central Hotel, New York

Hollywood Huddling on Reentry Into Legit Production; Pix Sales To Be Governed by B. O. Longevity

Possibly reentry of Hollywood into Broadway legit financing is now in the stage of informal 'exchanges of views.' Figured unlikely that anything definite will develop during the current season. But that the studios will ultimately return on some basis or other looks more certain all the time.

All those concerned state flatly that no such huddles are taking place. Nevertheless, it is known positively that reps of one of the studios, the Dramatists' Guild and the Broadway managers have been conferring to reach some possible basis for negotiations. Plan they're working on at present it said to take the form of an agreement whereby the film sale price of legit plays would be determined by the length of runs and amount grossed. At present the whole thing is still just an idea, but it is held a definite step toward solution of the impasse.

Represented as most eager to get back into legit financing are Warner Bros. and Paramount, with J. Robert Rubin, Metro exec, still trying to hold the Hollywood contingent to anti-Dramatists' Guild agreement. RKO is said to be interested in abandoning the legit boycott, but to be considering it from the Coast offices. 20th Century-Fox is reported still under the Rubin influence, while Universal is in the grip of internal disturbances and an economy drive and therefore not interested.

Believed that Selznick-International, through Jack Whitney, has been instrumental in bringing in the present conference about. Studio has never been a party to the agreement, nor have Samuel Goldwyn or Walter Wanger. Columbia recently jumped the anti-Dramatists' Guild ranks and D. A. Doran is now on the Coast huddling with Harry Cohn, company prez, regarding production of one or all of three scripts. Studio has made no actual purchases, however. Warners and Paramount, while officially holding off, are also reading scripts for possible production, if and when.

With the Guild denying taking part in discussions or otherwise dallying with Hollywood reps, it is understood definitely to disapprove of the production of Robert Wetzel's play, 'Fools Hill,' with film money. Play won the \$500 first prize in the first Bureau of New Plays competition and does not come under the Guild contract. Bureau of New Plays, of which Theresa Helburn is director, is backed by Metro-Goldwyn-Mayer. It was ostensibly formed to encourage young playwrights, but has never had Guild approval.

Hollywood Angle on Guild
According to officials of the various holdout studios, there is absolutely no chance of a return of film money into legit production under the present Dramatists' Guild conditions. They claim the regulations are unfair to the Hollywood end and make any such financing economically unsound. View is also expressed that the slack legit season the last two years has been directly traceable to the absence of picture coin. Number of borderline play otherwise unproduced, they argue, would be done, thus bringing the theatre to life and giving a chance to numerous young playwrights. Some of these borderline plays, it is claimed, might become hits.

Dramatists' Guild view, however, is that no good plays go long without production. Trouble with the

theatre at present, as it always has been, is the scarcity of good plays, it is claimed. There simply aren't enough going around. Established managers have no trouble in obtaining financing for worthwhile scripts. It is argued. Reentry of Hollywood money would simply produce a succession of flops. And that, according to the Guild opinion, wouldn't help the young playwrights but would definitely injure the theatre. According to this view, Hollywood cares nothing for legit except as a stepchild proving ground for scripts and players. Drafting of playwright talent to the Coast is what has walloped the stage, it is claimed, not the absence of picture money.

Recent spurt in legit production is taken as proof of the claim that Hollywood money has little effect on Broadway. Normal October production was way off, due primarily to the Wall Street slump, it is pointed out. Since the market bounced, however, production immediately boomed. Shows now on the way or in rehearsal are the usual October crop. Thought likely, according to this view, that any reentry of Hollywood money into legit this season would bring a bevy of flops during next spring.

Hays' Huddle With President Roosevelt On Foreign Film Quota

Will Hays' huddle at Hyde Park, N. Y., last Thursday (28), with President Roosevelt, hinged around foreign film quota laws.

Fact that the special session of Congress gets under way this month is regarded as significant, however, in trade circles.

Next quarterly meeting of directors of the Hays organization is scheduled for next month. Two adjourned sessions of the October quarterly directors' meeting were held, final one being last week. No specific topics as yet have been listed for consideration at the forthcoming confab.

Washington, Nov. 2.
Relaxation of all restrictions upon American films should be urged by the United States in negotiating a reciprocal trade treaty with Czechoslovakia, the Motion Picture Producers and Distributors of America asserted last week.

In a brief filed with the U. S. Committee for Reciprocity Information, the Hays organization urged the Government to seek concessions for American pic in talking tariff reductions with the Czechs bargainers. Among the barriers which the industry wants removed are a rigid quota, previewing requirements, ban against entry of new companies into the Czech market, and restrictions against importation of advertising material.

Day-Dating 'Tovarich' In 150 Spots Christmas Week

Hollywood, Nov. 2.
Warners has arranged for the release of 'Tovarich' in 150 cities Christmas week, day and date.

Reason is that the ending of 'Tovarich' takes place on New Year's Eve.

20th's First Roadshow

'In Old Chicago' (20th-Fox) will be roadshow. Feature, incidentally, is the first production to be roadshown since reorg under the present name.

Hollywood, Nov. 2.
Spectacular new scenes will be added to 20th-Fox's 'In Old Chicago,' including the blowing up of a building, at an added cost of around \$50,000, bringing the production budget on the film to in excess of \$2,000,000.

Darryl F. Zanuck, executive in charge of production, okayed the added expenditures and wired Tyrone Power to return to the studio from New York for the scenes.

A BROADWAYITE BACK AT HOME

By JACK OSTERMAN

Well here we are back on Broadway...the great Neon Way...we don't mind Broadway going from bulbs to tubes in one generation but we wish they would vary the color scheme. Looking up from 42nd Street it looks like Broadway is definitely in the red.

We open tomorrow (Thursday) at the Club Cavalier on 49th Street...it's a pretty little place...quite modernistic which doesn't matter to us as long as they have an old-fashioned case of red velvet. This time we have a piece of the place figuring it's about time we had the pleasure of owing ourselves. We have already retained our attorney, Bob Natchby, to sue us and are fully prepared to fight the case.

Our bald-headed portage, as he calls himself, Jack Waldron also opens this week at the Yacht Club. Jack just came back from California where he was complaining about the reckless driving...he says it's so bad out there they are thinking of making it a one-way state! Jack is still hoping some good guy will come along and invent a spotlight with hair on it.

We had a luncheon engagement the other day with George Clark, city editor of the Mirror, offices located over on Third Avenue. He asked us to meet him there. It was a bright October morning when we left for our cross-town trip. We kissed the baby goodbye and told her not to look to normalcy. We took a short cut around Grand Central Station via the Boston Post Road and radioed from Madison Avenue that all was well but we were getting tired and hungry. Finally late on a November evening we sighted Third Avenue and had clear sailing from then on but George had left for the Coast with a message that he would be back in time for dinner the next night, proving how much easier it is to fly these days.

We are happy that they freed Jimmy Montague...now Crosby can go back to his crooning and the world can go back to normalcy. He was guest star last Sunday at the Cotton Club, through the courtesy of the jury.

The real slowdown on the reason 'Virginia' closed was due to the fact that the awful noise on Sixth Avenue kept the audience awake.

Unponsored Picket
Jack Eigen, the young Broadway radio tattle-tale, tells us he saw a picket walking up and down the street with a blank sign...waiting for a sponsor.

Somebody asked Billy Vine to write a routine for him. 'What's your style?' Billy asked. 'I worked like Milton Berle,' the m.c. replied. Billy told him that that was the best he could do so he will hit 10 pencils and loan him his mother.

Our pal, Rufus LeMaire, has done it again...one thing about Rufus...he tears up the contract before they tear up the studio.

Read where they are going to do the 'Life of Victor Hugo,' which will mark the first time they ever made an autobiography of a restaurant. (Or did Gracie Allen say that?)

Hippodrome marquee read wrestling tonight. Lopez vs. Olsen. Nice sideline for the two bandmasters...Nelson probably won by flooring Lopez by a count of six bars of 'Nola.' Speaking of signs, highlight of the week was on 59th Street where 'Brothers Ashkenazi' is playing. As we passed one night, sign read 'Yiddish Art Theatre presents Brothers Nazi'...nice switch.

Billy Rose in a current magazine

Chase Bank's Disposal of National Theatres Again Talked This Week

BOB HOPE LANDS OAKIE SPOT IN 'SWING' STARRER

Hollywood, Nov. 2.
Bob Hope steps into the role that had been intended for Jack Oakie in Paramount's 'College Swing,' due to interference in dates that will hold Oakie at Radio.

With Lewi R. Gensler producing, 'Swing' will be a big Paramount number with a cast of marquee names which so far includes George Burns and Gracie Allen, Martha Raye, Ben Blue, Betty Grable, Jackie Coogan, Charles Butterworth, Nell Kelly, the Slate Brothers, Cecil Cunningham, Florence George, John Payne and Hope.

Production starts Nov. 15. Par is teaming Martha Raye and Hope as comics in another picture, 'The Wall Flower.' Hope getting his film baptism in studio's 'Big Broadcast.'

Ardent New Dealer, Arthur Lucas, Nixes 'Ali,' Then Okays It

Atlanta, Nov. 2.
Arthur Lucas, ardent New Dealer and prez of Lucas & Jenkins, Inc., who operate chain of 50 pic and vaude houses in Georgia, informed that Eddie Cantor's 'Ali Baba Goes to Town' (20th-Fox) took some cracks at the administration, summarily ordered that the film be jerked from Fox theatre, chain's ace house here. His action came day before pic was scheduled to open and after date had been advertised for weeks and advance ads placed.

Lucas, in meantime, has seen the picture and changed his mind, so 'Ali Baba' is scheduled to flash on Fox screen starting Friday.

Cowan in Chicago For Condor Reorg Confabs

Hollywood, Nov. 2.
Lester Cowan was due in Chicago over the weekend for a meeting of the board of directors of the reorganized Condor Pictures. Business before the sess includes financing arrangements for George O'Brien films to be made under the Condor banner, also approval of future obligations to be incurred by the company in Hollywood.

LEGGIN' DE LUXE

Hollywood, Nov. 2.
Robert Taplinger initiated his regime as Warners' publicity head by having installed a cocktail lounge for the press. It will be a three-room affair with an icing system and all the trimmings.

Studio new husters are rearranging schedules to make Warners the last stop on their daily rounds.

ARRIVALS

Ketti Gallian, Germaine Aussey, Moritz Rosenthal, Jack L. Warner, Dodie Smith, John Brownlee, Edward O. Bruckman, J. Woronowsky, Jose Luccioni, Otto Brower.

claims the reason he does things on such a big scale is because since a kid he has always been afraid of enclosures...that's different...anyway Billy...most producers are afraid of foreclosures.

Saw the George M. Cohan opening and was thrilled. And talking of producers, most of them as they left the theatre probably said to themselves, 'I'd rather be Harris.'

We got a great kick out of listening to the Eddie Cantor dinner which concluded a week of honors bestowed upon the bulging-eyed comedian that he will never forget as long as he lives. We enjoyed most of the speakers, but didn't think that at a dinner of this kind there should have been a theatrical striving for laughs...after all this was a beautiful tribute unparallel in theatrical events and some of the boys should have had a card at their plate reminding them 'this dinner is not being held at the Friars Club.'

Negotiations for Chase Bank's disposal of its 52% interest in National Theatres (Fox-West Coast) to 20th Century-Fox is on the basis of \$18,000,000. This matter was presented to the 20th Century-Fox board Monday (2) and still is under consideration. It is understood that Chase would take part stock and part debentures.

On the basis of the above figure, the over-all estimated worth of National Theatres would be approximately \$35,000,000, more or less.

Earnings of National Theatres, for this year, are estimated at around \$2,500,000.

Twentieth Century-Fox already owns the remaining 48% in National Theatres. Considering the mentioned terms trade opinion is curious whether it would not be advantageous, on such a basis, for 20th Century-Fox to dispose also of its own equity in N.T.

In downtown circles, there is little chance seen for a deal at this time, and that if deal were to be made, that the terms might be altered and scaled downward.

Chase Bank, it's held, asked for \$21,000,000 or more for its equity in National Theatres. In the early talks regarding this transaction.

Lawrence Stern & Co., of New York and Chicago, associated with one of the principal underwriting companies, were the deal to be consummated.

This is not the first time that the matter has come before the 20th Century-Fox board. Previously the matter was tabled. That was months ago.

National Theatres is operated by the Skouras brothers, Spyros and Charles. Charles, active Coast head of the circuit is now in New York. Spyros is abroad, on his first vacation in many years.

L. A. to N. Y.

Fred Astaire.
George Balanchine.
Jack Curry.
Oscar Doob.
Lief Erickson.
Leo Fischer.
Ira Gershwin.
John Golden.
Gordon Knox.
Arthur Kober.
Jack Laif.
Rowland Leigh.
M. C. Levy.
Dr. Herman Lissauer.
F. C. O'Keefe.
Leo Parlos.
Mike Rosenberg.
Art Satherley.
Joseph M. Schenck.
Si Seidler.
Sol C. Siegel.
Eddie Stanley.
Jo Swerling.
Genevieve Tobin.
Dr. W. H. Voeller.

N. Y. to L. A.

Edward Alperson.
Lawrence Beilinson.
Tom Belvisio.
Otto Brower.
Frank Goodrich.
Albert Hackett.
Sidney Harmon.
Johnny Hyde.
Jack Kapp.
Ken Maynard.
Edwin H. (Buddy) Morris.
William B. Murray.
Ramon Navarro.
Ruth Rich.
Allen Rivkin.
Winfield Sheehan.
Mr. and Mrs. Tony Viellier.

SAILINGS

Nov. 10 (New York to London), Dorothy Kay, Clifford C. Fischer, Eddie Lewis (Normandie).
Nov. 3 (London to New York), Mr. and Mrs. George Arlis (Aquitania).
Nov. 3 (New York to London), Hanneen Swaffer, Genevieve Tobin, Mona Moris or Maris, Oscar Strauss (Queen Mary).
Oct. 30 (New York to Buenos Aires), Martinez-Gil Bros. (Pan America).
Oct. 30 (Los Angeles to Honolulu), Mr. and Mrs. George Dickerson, Harry Marx (Lurline).
Oct. 30 (New York to Naples), Charles MacArthur, Mr. and Mrs. Bernie Hyman (Conte di Savoia).
Oct. 28 (New York to London), Leon Greanin, Mr. and Mrs. P. G. Wedohouse (De France).

Other News of Pix Interest

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PIX MUCH MORE N.Y. TO L.A.

Korda and Goldwyn May Conclude Negotiations This Week for UA

Alexander Korda, with Prudential Assurance Co. on the one hand, and Samuel Goldwyn on the other, may conclude negotiations this week for the purchase of 100% control of United Artists. Negotiations are progressing smoothly. Ernest Lever, secretary of Prudential Assurance, is acting for Korda in the negotiations. Goldwyn's end is in private hands. His possible return, this week, to the Coast will not affect the negotiations.

Chances are that in the contemplated new U. A., setup Goldwyn will have no greater representation on the board than shall have Korda with Prudential, together.

On operating control the indications are that it will be placed, logically, in the presiding officer of the company, probably the president. Naturally, the president will be one who is agreeable to both sides.

If Dr. A. H. Giannini should leave U. A., with the conclusion of this deal, a good possibility would be that Murray Silverstone may be that man. Belief is that Dr. Giannini has already discussed the possibility of his departure from U. A. with the parties that be. Silverstone is U. A.'s European chieftain and is here now with Korda and Goldwyn.

Prudential Assurance, of course, with associated to put the required \$4,500,000 for exercising the options for control of U. A. On what terms is not known. It may be that the transaction will be handled via U. A.'s British subsidiary.

There are numerous details which must be worked out and whether all of it will be thrashed this week is too much to hope for, but belief is that the major problems have been solved and that enough shall have agreed upon between the parties to make it possible for them to close for exercising of the options this week. Then, later, the principals will get down to thrashing out what remains.

In the latter, of course, is the contemplated internal operating setup of the contemplated new firm.

There appears no likelihood at this time but what the present negotiations will succeed. However, while there have been indications that as late as last week, parties to the transaction were making inquiries in financial circles regarding the possible acquisition of funds from sources other than Prudential, that's all by the wayside now.

Yet, should the present negotiations by the longest chance fail to materialize the feeling is that the parties then will undertake to push the possibility of a merger between United Artists and RKO. That proposal is still in the wind.

ALPERSON TO COAST END OF THIS WEEK

Edward Alperson, president of Grand National, probably will leave for the Coast the latter part of this week, after several postponements owing to business matters. With his arrival on the Coast it's expected that the company's production plans will get into full swing.

Among the matters which have held Alperson in the east is the pending film deal with National Theatres, which is being transacted in the east. Since Charles Skouras, operator of that circuit, is in N. Y. presently. According to Coast advices the first film to get the megaphone upon Alperson's return to the Coast will be 'Love Me Again,' starring Anna Sten.

Barrymore-Fields Team

Hollywood, Nov. 2. John Barrymore and W. C. Fields are to be co-starred in 'Things Begin to Happen' at Paramount, with Dec. 6 set as the tentative starting date.

Jack Cunningham is scripting.

Director's Holiday

Hollywood, Nov. 2. Sidney Lanfield has his own ideas about how to enjoy a vacation. After finishing direction of 'Love and Hises' at 20th-Fox, he hied away to the desert, taking with him a handful of Negro musicians to entertain him.

He is shunning civilization for at least a month.

U ROLLS SEVEN ON NOV. SKED

Hollywood, Nov. 2. Universal will roll seven productions this month. First to go is 'More Than Love,' slated to start tomorrow (Wednesday), with Edmund Grainger producing and Ted Sloman directing; Kent Taylor, Larry Blake and Nan Grey top-spotted.

Following week will see 'Mad About Music,' Deanna Durbin featuring with Joe Pasternak producing and Norman Taurag directing. 'Border Wolves' and the next Crime Club film also start next week. Others on the November list are 'Flash Gordon's Trip to Mars,' a chapterplay; 'Mountains Are My Kingdom' and 'The Welcome Impostor.' First picture starring Danielle Darrieux, 'The Rage of Paris,' starts in December.

David Butler brought in 'You're a Sweetheart,' featuring Alice Faye and George Murphy, last week. B. G. DeSylva produced.

Joe Schenck East For Board Meeting, Also London Prod.

Joseph M. Schenck, chairman of 20th Century-Fox, is in town. Chances are that, in addition to the company's board meeting held yesterday (2), he is here on production matters, particularly pertaining to the indicated altered production plans of the company in England.

The British quota angle has something to do with it, as among Schenck's principal reasons for his recent London visit was to draw up 20th-Fox quota production films under Robert T. Kane, the firm's London production chief.

Belief is that Kane is on his way to the States with the alterations in hand and that Schenck will await his arrival in New York before returning to the Coast.

GRIFFIS AND BALABAN TO H'WOOD SHORTLY

Hollywood, Nov. 2. Stanton Griffis, chairman of the Paramount company's executive committee, is bringing Barney Balaban to the Coast, in a couple of weeks, according to local indications.

Purpose of the trip, except for a probable looksee around the company's plant, is not detailed.

Barney Balaban left Saturday (30) for Saratoga Springs, N. Y., for a brief rest.

Tarzan Talks

Hollywood, Nov. 2. Johnny Weissmuller, after six years in pictures and handling several lead roles, speaks words for the first time in 'The Wild Man of Borneo' at Metro, substituting speech for his Tarzan jungle yells.

EAST AND WEST GET CHUMMIER

Coast Stance Changing, Also, and Not Resenting Eastern Intrusion—More Visits of Late by Home Office Executives to the Production Plants Than Ever Before

CLOSER CO-OP

For many years in the atmosphere of administrative, sales and theatre domination, home offices of film companies have become very Coast-undecided with presidents, vice-presidents, sales heads, publicity-advertising directors and others now taking more and more important notice of the Hollywood end, and its operations. This interest has become active as well as direct, with eastern executives so much concerned over production policies, progress, plans, publicity, advertising sales checkup and other matters.

It used to be that studio people had to come to New York to talk things over, but with the way things have turned, more N. Y. execs are now going out to what goes on. New York is more mindful these days of the importance of factory contact and some h.o. execs have been visiting the studios so often, of late, they are getting scarce at headquarters.

Sales managers and publicity directors, too, are often being referred to as commuters between N. Y. and L. A.

Leo Spitz, president of RKO, and N. M. Schenck, president of Loew's, are among presidents visiting Hollywood often, while Harry M. Warner, head of WB, has practically settled down in the west. Barney Balaban, pres. of Par, has made two trips west, while Stanton L. Griffis, chairman of the executive committee, has also been out on two occasions. Jack Cohn, v.p. of Col., is another top exec who isn't shunning Hollywood. Eddi Alperson, v.p. of Grand National, and W. Ray Johnston, top man in Monogram, also have numerous Coast treks to their record so far this year.

While J. Cheever Cowdin, chairman of the board of Universal, has been in the east, he has been in N. Y. and Hollywood during the past year. R. H. Cochrane, president, hasn't. He appears to be a presidential exception. E. W. Hammons, head of Educational, makes the Coast only now and then. He's not producing out there now.

Sales managers and publicity-advertising directors top their executive superiors on the traveling. Among those who are now making it a habit to check up on pictures and production, sales approach, advertising plans, etc., many times each year—a policy that is expected to continue—are George J. Schaefer, v.p., and Monroe Greenblatt, publicity head of UA; Neil F. Agnew (sales) and Bob Gilham (publicity-advertising) for Par; Grad Sears and Charlie Einfeld (WB); John D. Clark on sales and Charlie McCarthy on publicity-ads for 20th-Fox; Al Lichtman and Howard Dietz of Metro; Ed Peskay and Ed Finney on distribution and publicity, respectively, for GN; and James R. Grainger, sales head of U.

Since convention time this year, these men have been going back and forth to the Coast periodically to see what progress is being made in production so that sales and advertising plans can be laid accordingly. Gilham, just back from the Coast, is planning a routine that will take him west for a two weeks' stay or longer every six weeks. This schedule has been laid out so that after six weeks in New York he can go back to see new pictures that are placed in production as well as those that have been completed since he was last out. Thus, he can judge the pictures first hand and figure out his publicity and advertising approach. Einfeld, who is beginning to spend almost as much time at the studio as at the h.o., is out there fre-

Selznick-Whitney Between Bids From Metro and Paramount; Then There's Also 33% Possible in UA

Paramount and Metro are in the race for David O. Selznick's services and an association with Jack Whitney. The RKO project flopped because the Selznick-Whitney terms were too much. That affair curdled when Floyd Odlum and his associates to whom Selznick-Whitney people were talking, hung up the nix. Selznick-Whitney had asked for something akin to a 50% interest in RKO.

That Paramount possibility, of

course, is at least partly a stock deal and that has its complications. Selznick-Whitney here, too, are asking for plenty.

However, with Stanton Griffis in that situation, it is figured that the deal can be maneuvered somehow. If a reasonable deal can be achieved, it is understood that it will have the blessing of Adolph Zukor, Par's chairman and chief of production.

On the other hand, the Selznick-Whitney people are confronted with an intriguing Metro possibility. Among the Metro possibilities is one whereby Louis B. Mayer is prepared to offer his son-in-law, Selznick, a position of importance in Metro such as had been enjoyed by only one other personality, the late Irving G. Thalberg.

As yet there is no deal, either way. Were both the Paramount and Metro possibilities to fade, Selznick, of course, continues with United Artists, as is.

There is nothing beyond present commitments and the personal business viewpoint of the Selznick-Whitney interests to prevent this.

Any Selznick-Metro deal would give him call on all people on the Metro roster and would insure him, Clark Gable for 'Gone With the Wind.' Metro would finance the pictures in their entirety, Selznick to participate in profits.

In meantime Alexander Korda and Sam Goldwyn with Ernest Metro, representing Prudential Assurance of London, conferred with Myron Selznick, representing his brother, and continue to make overtures for Selznick to stay in the U. A. fold. They want to give him a reported one-third ownership in a re-organized U. A. setup, with each of the three producers to have equal autonomy in the distribution affairs of the company and to head their respective units, talking in outside producers to work under them.

Wiscereacking Warner

London, Oct. 26.

Jack L. Warner, apologizing to the press boys for ribbing them along when he was making a statement on British production, explained it was because he was supposed to be (Continued on page 18)

Late Boleslawski's 1st Wife Suing His Estate for 3G Annuity

Suit against the estate of Richard Boleslawski has been brought by Natascha Boleslawski, deceased's first wife. Howard Reinheimer is representing her in a suit to impress a life trust on the estate, based on a settlement made on her at the time of the divorce. Settlement made at that time assured Mrs. Boleslawski of an income of about \$3,000 a year for life, and she is suing to continue that settlement.

Case is the first of its kind in N. Y. State.

quently for the same reasons, while the sales managers now also personally want to glimpse product results. They are beginning to know with more certainty how they should be sold and played.

In line with a change in stature, which has eyes glued more firmly on Hollywood all the time, home offices are beginning to ship more people west for studio jobs, including in production, advertising, publicity, administrative, accounting, legal, etc. Conversely few are shipped east for h.o. spots, but that old feeling in Hollywood against easterners seems to have lessened, due possibly to the fact that out there they're beginning to get used to hobnobbing more with the visiting execs from New York.

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Athletes Crack Through to Film Favor; Grid Greats as Pic Heroes

By DENNIS MORRISON

Hollywood, Nov. 2. A college, or other, athlete who corals plenty headlines in his—or her—heyday has a fair chance of being grabbed off by the picture biz. But unless talent is there, something with which to hold on to the film niche, glory in Hollywood is an empty and transitory thing. They don't stick.

No community is more keenly sports conscious than Hollywood. Physical fitness is a fetish, not only of the stars but of others, such as directors, executives and writers. Fights, wrestling matches, track events and football games all get a terrific play from the film crowd. And, like the public everywhere, the town goes more heavily for grid pastime than anything else.

Looking around the lots, one sees quite a few former all-Americans doing one thing and another. They got their jobs in nearly every instance at the height of the fame they won as football players. But they aren't holding them that way. Like everyone else in this highly competitive biz, they stick around on merit alone, and if they haven't got what it takes they fall by the wayside.

Likely Looking Squad

Right now, Hollywood could assemble a pretty rugged group of ex-all-Americans, a squad well able to give an excellent account of itself in any company.

Laboring in one capacity and another hereabouts are Reb Russell, western actor, the terror of Northwestern's opponents; Bronson Aronson, Johnny Mack Brown, who came to the Rose Bowl with Alabama's famous Crimson Tide and conquered; "Racehorse" Russell, Saunders, who once carried a kickoff to a touchdown against Notre Dame for the University of Southern California; Cotton Warburton, Trojan quarterback; Morley Drury, also a famous Trojan signal-caller; Ward Bond, Trojan lineman; Paul Schweigler, who played tackle for Washington U.; Gordon Jones, formerly of the University of California at Los Angeles; Dale Van Sickle, end on Florida's great 1929 team; Jesse Hibbs, former USC end; Nick Lukats, half-back on Knute Rockne's last team at Notre Dame, the champion aggregation of 1930; Anton Rosenbreg, one of the greatest running guards of the Trojans; Duke Morrison, now tagged John Wayne, who played for the Golden Bears; Lloyd Yoder, Carnegie Tech's great all-American; Gil Kuhn, of USC.

Saunders and Hibbs are assistant directors at Warners. Warburton is a Metro cutter—Russell, Bond, Morrison and Johnny Mack Brown are actors. Schweigler is general production assistant to Tay Garnett. Gordon Jones is at Radio. Kuhn, all-American Trojan center, is in the Paramount technical end. Drury is in the same capacity at Radio. Rosenbreg is an assistant director at 20th-Fox. Van Sickle and Lukats also are actors. And don't forget Indian Jim Thorpe, one of the all-time greats of all time, who currently is the Big Chief of all the Indian actors on the lots, a portly, smiling gent who carries his years as lightly as he did his athletic honors, which included every branch of sport.

Chet La Roche, who performed mighty deeds for Dartmouth, now is president of Young & Rubicam. Art Rush, a hero of the University of West Virginia pigskinners, now is head of CBS Management.

Still Lugging the Ball

One famous footballer got his job because of a film biggie was gambling in a certain hot spot. The magnate couldn't win and handed the grid behemoth a grand to bet for him, which he did and won plenty. Magnate tried to hand the boy a fat roll which was politely declined. "If you want to do anything for me give me a job," said the footballer. It was done, and the lad's still on the payroll.

A youngster on the Trojan eleven was at the railway station in Los Angeles about to make a trip with the squad. Present to cheer, the team away were many Hollywood rooters, among them a w.k. director. Observing that this lad was no overcoat, the director chased his chauffeur, hurriedly to an uptown store for a \$75 benny, which he

draped over the shoulders of the grateful boy. This is just a token, said the director, of the fact that I admire you, a lot as a courageous football player."

The gridster mumbled his thanks and said he wouldn't forget. A year and a half later, out of the proceeds of his first monthly paycheck as a wage earner, this lad approached the director and handed him back the \$75. Megger was so struck by the manly character evidenced by this fact that he got the ex-all-American backfield star a studio berth. That was three years ago and the youth is still on the job making excellent progress.

Mermaids in Demand

Hollywood has a flock of athletes who did not win their laurels on the football field. The femme swimmers are faves for cinema work provided they show talent. Eleanor Holm debuted as the mate of Tarzan just recently and has a chance to go to better roles. Olive Hatch, Olympic champ, has played in quite a number of films. Same goes for the comelier tennis gas, Kay Stammers just got her first chance at pictures playing with Constance Bennett at Hal Roach. Alice Marble is understood to have optioned herself to 20th-Fox, while Helen Wills also was given exhaustive tests at the same studio, with the possibility that she may make her bow to screen audiences next spring.

Ranks of the male swimming stars have often provided cinema material. Johnny Weissmuller probably is the most noted example. Such famous all-around athletes as Weissmuller, Herman Brix, the weight-tosser, and Glenn Morris, winner of the decaathlon at the Berlin Olympics, all have played Tarzan with success. First of the famous all-around athletes to capture film fame and gold was Fred Thomson, who won the all-around championship while at Princeton and who died some years ago. Buster Crabbe, Olympic swim champ, is in steady demand both as an actor and as a swimming instructor. Stubby Krueger and Duke Kahanamoku have done a great deal of work before the cameras.

Even polo has its representatives on the film lots, largely as the result of Darryl F. Zanuck's interest in the game. Aidan Roark, one of the outstanding poloists of the world, now occupies an executive position at 20th-Fox. Will Rogers was a great polo player, while J. Cheever Cowdin, chairman of the Universal board, was an international poloist.

Barton MacLane, now a featured player at Warners, is said to have tossed the longest forward pass on record while a footballer at Connecticut Wesleyan University.

Great in Their Day

Many Hollywood oldtimers were great athletes in their day. Raoul Walsh and his brother George were notable performers around New York. Pat O'Brien was an all-rounder at his alma mater, Marquette and George O'Brien was famous as an athlete in San Francisco long before he essayed Hollywood. David Butler was a mighty man before he began taking on embonpoint and dignity with the years. Most of these oldtimers nowadays are taking their love of sports out vicariously in one way or another, many of them being interested in racing stables with the return of the bangtails to public favor.

Hulburd's Cuffo Vacash

Hollywood, Nov. 2. Merritt Hulburd was gifted by Sam Goldwyn with a European vacation for his work as associate producer on "The Hurricane."

Sails on the Empress of Britain from Montreal to remain abroad a month.

U Halts Activity 5 Mins.

In Tribute to Eph Asher

Hollywood, Nov. 2. Universal Studios muted all production activity for five minutes while services were held for E. M. (Eph) Asher in Glendale on Monday (1). Producer died Oct. 28, two days after being stricken.

Details under Obits.

LANNY ROSS' \$35,000 FOR TWO PIX AT COL.

Hollywood, Nov. 2. Deal dotted between Lanny Ross and Columbia calls for two pictures, with five-week period at \$35,000 a week, the initialer and a straight \$20,000 for the next one should a second be made.

Starting date will be in January.

Amusements See Sluggish Market Until 1st of Yr.

New margins of trading placed in effect Nov. 1 by the federal reserve board are not expected to have material effect on the stock market. Lack of enthusiasm and lower prices Monday (1) indicated that the market, including amusement issues, would be swayed between now and the first of next year by business improvement, future prospects of it early next year and political developments.

Latest marginal setup permits carrying stocks on 40% margin rather than the old 55%, while the board laid down 50% rule on all short sale trading. In the past it was 10% on high-priced stocks with most reputable brokerage houses refusing to handle short sales on this 10% basis for issues under \$15 or \$20 per share.

While the new 40% margin on loans may encourage purchases, especially of lower-bracket stocks, the new shorts margin really does not help on cheaper issues. Thus a \$15 stock formerly called for 10 points, or \$1.50, but under new requirements only 7 1/2 points or \$7.50 is needed for each share of stock. That it will not materially affect short sales on some of the high-priced stocks is seen from the fact that those trading in these have the coin to continue. Thus, an \$85 stock would be handled by a good broker for \$25 in the past, but now it will take \$42.50. Those in the street do not believe a wealthy trader will disturb his short commitments for this additional \$17 per share—at least not hurriedly.

Many traders expect first healthy move upward to get under way early in January.

On With the 'Revels'

Hollywood, Nov. 2. "Radio City Revels" went before the camera at Radio today (Tuesday). Ben Stauf directing and Edward Kaufman producing.

Cast includes Milton Berle, Bob Burns, Jack Oakie, Al Miller, Victor Moore and Helen Broderick in featured roles.

BORZAGE'S 20TH ANNI

Hollywood, Nov. 2. Hollywood friends feted Frank Borzage on the advent of his 20th year as a director.

Ambassador Withdraws \$1,000,000

Stock Issue Due to Jittery Market

Washington, Nov. 2. Withdrawal of Ambassador Pictures' application for permit to float over \$1,000,000 worth of new capital stock this week emphasized the jittery feeling in the market and drew attention to postponement of plans to bolster various film companies.

After hanging fire for over two months, the Ambassador papers were yanked back Monday (1) with no hint when the public offering will take place. For the present, the issue of 1,176,000 shares of which about half were to go on the outside market, has been sidetracked.

Several rumored refinancing schemes, as well as money-raising ventures for film industry recruits, have been put back on the hook in view of the uncertain condition of the stock market. Washington has not seen an important picture application since early spring and none is in sight.

Jazzed-Up Previewing Schedule Lrksome to H'wood Press Groups

PAR AFTER LIPSCOMB'S '90 SAIL' FOR COLMAN

Hollywood, Nov. 2. Paramount is interested in W. F. Lipscomb's "Winety Sail," now current on the London stage. If deal is struck, Ronald Colman may play the lead.

In the London play Lipscomb is making his first stage appearance since before the war.

Play is reviewed in this issue on page 58.

H'wood's Tribute To Eddie Cantor's Silver Jubilee a Big Click

Hollywood, Nov. 2. Show world paid tribute to Eddie Cantor Thursday night (28) at the Ambassador hotel, L. A., when several hundred celebs from the professions, finance, politics, plus a distinguished group from the stage, screen and radio, assembled at a testimonial dinner to observe Cantor's 25th anniversary as an actor and as a humanitarian.

This was a genuine, dyed-in-the-cavir love feast, with the guest of honor the recipient of a lot of friendly kidding. Cantor himself was away down on the program, following Jack Benny, Irvin S. Cobb, Darryl F. Zanuck, Dr. A. H. Giannini, Governor Frank F. Merriam and Louis B. Mayer. When Eddie finally was allowed to utter a few words in self-defense he found himself on one of the few occasions of his life groping for words.

George Jessel was toastmaster and in excellent form, and also keeping the show running fast. Among the topline performers in the floor entertainment that followed the speechifying were Deanna Durbin, Jimmy Durante, Edgar Bergen, Bill Robinson, Raymond Scott quintet, Sophie Tucker, Judy Garland, Bob Burns and Jacques Renard orchestra.

Dr. Giannini called attention to the fact that in Cantor's 25 years before the public no breath of scandal ever had pointed at him in any way and his shows never have called for censor scissoring. Gov. Merriam called Cantor an ambassador of good will with the portfolio of laughter to the world. Cobb grew a bit sentimental and serious, making mention of Eddie's "divine clowning."

Banquet climaxed the national celebration of Eddie Cantor week and was smartly handled from every standpoint, with 20th-Fox personnel in charge. National committee for the week included Postmaster General James A. Farley, Will H. Hays, Louis B. Mayer, Paul Muni, Gov. Merriam and Joseph M. Schenck.

Hollywood, Nov. 2. Urgent need for preview regulation is being felt in current confusion of press showings. For couple of years, studios had been consulting with one another, avoiding conflicting shows, but within last months two, three and even four important previews on same night have been common. This is particularly hard on correspondents, American and foreign, who have to do their jobs alone and without staff of assistants find it impossible to be in more than one place at the same time.

Several majors had for sometime adopted regular nights for their press showings (in most cases having a different night), but other publicity departments, having refused to recognize these "reserved nights," matter has again become anarchy.

With 20th-Fox having regular showings for foreign correspondents, Mondays; Metro, Tuesdays; Warners, Wednesdays; Paramount, Thursdays; RKO, Fridays; few nights are available to UA units. Universal, Columbia or indies for their showings unless publicity heads take trouble to check first with regular previewers to avoid conflict.

Correspondents generally attempt to cover previews on regular reserved nights even when conflicting films may be more important, realizing that such principle is only hope of getting previews put on disciplined basis.

Other problems arising in connection with previews are many. Studios seem to feel correspondents covering Hollywood are under obligation to cover all previews regardless of importance of films or convenience of showings.

One major, having had bad turnout at preview of a definitely B film, became peeved and has since then issued invites reading "you are invited to a studio press showing," without telling name of film.

Correspondents are doing natural burn as a result. Same studio, however, has recently remedied another difficulty: most studio showings being in relatively small projection rooms, there are not enough good seats to go around. Correspondents, who can't afford to come an hour early and wait for the show to start, have been burned at seating good seats taken (and sometimes even roped off) by studio employees, friends of publicity men, and various chiselers. Metro foreign department last week began remedying this by reserving good seats for correspondents, and letting hangers-on use the other seats.

With Columbia's foreign department having at last been authorized by New York office to preview films of importance, all majors are now showing their films to full lists of U. S. and foreign press reps. Correspondents state that if conflicting previews could be ironed out, and consequent attitude of a few flacks corrected, preview situation would at present be best in history of Hollywood.

PHYLLIS WELCH TOP FEMME IN LLOYD PIC

Hollywood, Nov. 2. Phyllis Welch grabs the femme role opposite Harold Lloyd in the comic new picture "Frodo Baggins," which has been set to roll Dec. 1, Elliott Nugent directing.

J. C. Nugent is gagging up the script. Production will be made at General Service Studios.

Crosby's Dixie Yen

Hollywood, Nov. 2. Edward Sutherland is talking a deal with Paramount to make a film based on the life of Stephen Foster, American folk composer.

Opus is intended as a Bing Crosby starer.

Grainger's 'Love'

Hollywood, Nov. 2. Fay Wray is set at Universal for the lead opposite Kent Taylor in "More Than Love."

Edmund Grainger takes over production originally on the late Eph Asher's slate.

Republic's 32 Scribes A Record High for Co.

Hollywood, Nov. 2. Republic writing staff is loaded with 32 scribes, tops in the studio's history.

Contractees are working on 24 yarns doled out by Albert J. Cohen, scenario editor.

Hays' Quakertown Honor

Will Hays will receive the gold medal award of achievement for 1937 from the Poor Richard club, Philadelphia's internationally famed advertising organization. Award will be made Jan. 17.

Poor Richard club announcement explains that in recognizing Hays' "industry and character," it endorses those policies which have resulted in the high quality of motion pictures and cinema advertising.

AUDIO-VISIO FILM STYLMIE

Growth of 16 mm. Field Evidenced By One Firm's 800 Film Releases

Growth of the 16-millimeter picture biz is reflected in the business done by one film distributor who now has a release list of 800 of the 16 mm. titles as against only six in 1932. While gross is small, in comparison with large companies, firm is nursing this market along and has practically a monopoly on the foreign language 16 mm. product. Content of this outfit is that their 16 mm. business is founded on the principle that it does not compete with normal existing distribution channels, but supplements them.

Firm is in touch with approximately 20,000 accounts which include schools, colleges, churches, trade unions, fire departments, Legion groups, C. C. camps, charity organizations, public safety groups, hospitals, etc. A part, though not the biggest, is the market provided by summer camps and hotels of the borscht circuit variety. That portion of their clientele is practically the borscht circuit for films.

Chief problem at first was finding product. Importers were reluctant to release their films on 16 mm. for fear of competition with the few hundred theatres that play them. List now includes 'Machin in Uniform,' 'A Nous La Liberté,' French version of 'Pastor,' and other pictures of this ilk, along with Hungarian, Polish, Jewish and Italian productions.

Stimulation of the use of the 16 mm. product is carried on by a network of projection men who make the rounds of schools, clubs, colleges, churches, civic groups, etc., showing films on this equipment.

Growth of organized labor movements has also developed a new field for these pictures. Trade unions, particularly their educational departments throughout the country, are now a market for showing pics of an entertainment nature.

Just as in the school and church fields this new market began to demand pictures made specifically for it. Production groups which make films specifically for labor and progressive organizations have been formed, principal one being Frontier Films, headed up by Paul Strand.

LE BARON FORMALLY DENIES LEAVING PAR

Hollywood, Nov. 2. William Le Baron issued a statement today (Tuesday) denying reports he is resigning as Paramount's managing director of production.

According to Le Baron's declaration he will return to activity Monday (8) after a vacation. The producer claims he has no intention of leaving Paramount for any other picture industry affiliation, saying that in five and a half years with Par, it has never been in a more successful position than at present.

The statement deplores the Hollywood practice of rumormongering executives out of his job when an exec is away on vacation.

Metro Renews Benchley

Hollywood, Nov. 2. Metro handed Robert Benchley a new contract before the writer scrambled for N. Y. to resume as dramatic critic on the New Yorker.

During his Coast stay Benchley made two shorts and appeared in one feature.

FOSTER BOONING H'WOOD

Hollywood, Nov. 2. Harry Foster, agent, is here from London to submit books, plays and stories to studios.

William Morris' English rep is also lining up material for producers abroad.

THACHER TO HANDLE DALLAS TRUST APPEAL

Major film companies have retained Thomas D. Thacher, former U. S. attorney-general, to represent them in appealing the Dallas Interstate case. As special counsel he is going ahead to perfect the record so that entire appeal action will be before the court by the middle of December.

Case is that in which the Government sued Interstate circuit and major distributors. Restraint of trade was held to have been committed in specifying minimum admissions when films played subsequent runs and refusing to sell dual policy houses.

Heifetz and Stoki OK the New Sound Music Technique

Philadelphia, Nov. 2. Strong kudos for modern film sound recording technique were given here during the past week by two world-famous musicians, Leopold Stokowski and Jascha Heifetz.

Recording on films can improve music rather than impair it, Stoki said (in the same interview in which he denied Garbo tie-up). 'I can't stop in the midst of a concert,' he told reporters, 'and say: Ladies and gentlemen, the trombone was flat then. Pardon us while we go back and get it right.' But when recording on film we can go back and not only correct, but intensify the feeling when inspiration comes.

Charge that recording makes music too mechanical is without merit, Stoki said. 'All music is mechanical. The violin is a mechanical instrument.'

Heifetz, who recently agreed to make a pic, 'The Great Music Festival,' for Sam Goldwyn, said: 'Technically, the films have now reached such a point of perfection in their recording to music that I no longer hesitate to play for them. I had formerly felt that their recordings were false, but that is not now the case. I have no qualms at all about playing for the sound instruments.'

Heifetz admitted he was apprehensive about his acting ability, but said he was very agreeable to close-up shots of his actual performance, his finger and bow technique, particularly. He feels that many students who might otherwise never get a chance to o.o. his famed technique in that regard may in this way get such an opportunity.

DEL RUTH HAS TOP BUDGETER IN 'JOSETTE'

Hollywood, Nov. 2. Roy Del Ruth has been assigned to direct the next Simone Simon picture at 20th-Fox, with Don Ameche given co-featured billing. Tentative title is 'Josette.'

Film has been handed top budget rating. Gene Markey produces.

Par's Yellow Peril

Hollywood, Nov. 2. Next Anna May Wong picture at Paramount will be 'Dangerous to Know,' in which Chinese actress will play the role of an Oriental slave against the background of the current war.

Screen play is being prepared by Edward T. Lowe, Horace McCoy and William R. Lipman.

PRODUCERS OFF 'EM JUST NOW

For One Thing, They Feel It's Beyond the Province of the Film-Maker Who Produces Films for Exclusive Entertainment Purposes—For Another, Bankrolls Should Come from Some Foundation Such as Rockefellers, or Even the U. S. Govt.

ONLY 5,000 ACCTS.

Assistance from Washington, or a special gift, possibly from some foundation such as Rockefellers, is now regarded as the answer to installation of audio-visual education in schools by the film industry. Administrative side could either come from a balanced national budget or through a large federal grant, similar to that set up for various activities of the national government, such as the WPA.

Extensive use of visual education in sound will depend on the installation of equipment in schools. Right now only a small percent of schools, about 5,000 out of 258,000 educational institutions, are equipped with talking picture apparatus. No extensive buying of equipment looms until boards of education have more money. And this will have to wait for a balanced budget or a special fund, supplied by some outside source.

Those identified with the present movement to install audio-visual education in institutions of learning consequently are hopeful early developments will produce funds necessary to spot projection equipment in the schools. At present some coin has been given by the Federal Government for general education and relief but none has been set aside specifically for visual education.

Few believe that the picture business will enter a new field with the resulting expenditures unless there is some assurance of more wide distribution than at the present time. Others say that equipment will be purchased as soon as distribution of educational talking films is assured. Current question, hence, revolves about whether film companies are going to spend thousands on pictures when there is no likelihood of extensive showing.

First of All, It's a Biz Feeling with a certain group of executives is that there should be a market before there is any additional outlay for funds. These believe that the motion picture is first of all an entertainment, and that it is a business the same as the steel industry, petroleum, etc. They fail to see any reason for taking visual education seriously at the present time and placing it on the same plane as the commercial box office.

As one executive put it recently, as far as entering into the production of educational subjects or directly handling distribution, the picture business should keep hands off. His idea was that nobody should expect the industry to give it support; such should come from the Government, or a special \$12,000,000 fund, with the interest from such used to operate the educational setup.

Another viewed it strictly as a business proposition, and that he was in the business to show a profit for his company and stockholders. He even indicated that any producer who posed as an educator or propaganda agent was actually double-crossing his stockholders. He asked how many producers are qualified to pose as educators or having much knowledge of what should go into so-called educational subjects, and to spend stockholders' money for such a purpose.

Electrical Research Products Picture Consultants, which already has a comprehensive library of educa-

Briskin Insists on Quitting RKO, Meantime Almost Everybody's Being Mentioned to Head Studio

HARLOW'S DOUBLE AND MONTE BLUE IN VAUDE

Mary Dees, who finished out a few scenes in 'Saratoga' (MG) for Jean Harlow after the latter died during the pic's production, is coming east for vaude. Will be billed 'Jean Harlow's double' and do a two-act with Monte Blue, vet film player.

Pair are set to open at the Earle, Philly, week of Nov. 12. Fauchon & Marco is booking.

Theatres Deprecate Those Special Pix Sections in Dailies

The issuance recently of a special motion picture section by the Scripps-Howard chain of newspapers has stirred pro and con discussion in the industry as to possibilities of repeating, or going for a similar section in other circuits of daily publication. Hearst newspapers now are not expected to try such a section because they rate regular advertising as more profitable.

One theatre advertising executive, besides deprecating the precedent set, contended that it failed to help theatres in towns where the section circulated because not landing in these communities exactly on playdates.

Other publicists in the east viewed it as setting an example that might well develop so as to reduce the amount of publicity in dailies, press associations and syndicates. They felt that film productions and stars should be advertised in dailies via theatres in different localities as playdates were fixed.

The special section for the cinema is not a new idea because newspapers have been trying to do it for years, but not too successfully.

Leslie Howard Also Producer on Own Pic

Leslie Howard's deal with Korda on 'Lawrence of Arabia' gives him the status of co-producer, as well as star in the picture. M. C. Levee planes east Nov. 11 to sign the contract for his client with Korda.

Howard, now in England, is assembling a troupe for Arabian location. Production gets under way after Jan. 1.

KOHNER'S SWANSON

Hollywood, Nov. 2. Gloria Swanson's picture at Columbia goes under Paul Kohner's supervision.

Studio has a choice of two yarns.

tional subjects—compiled by ace educators—for schoolroom work. Even in recommending additional apparatus to school systems already having minimum projectors in use, it points out the feasibility of enlisting outside help in getting funds for such, though admitting films and projection equipment are legitimate instructional supplies and so should be budgeted.

It names philanthropic agencies, student organizations, lab fees, special entertainments, alumni groups, civic, fraternal and patriotic organizations, patron groups and co-operative plans as means of supplying funds when other than budgetary appropriations are found necessary.

Hollywood, Nov. 2. Sam Briskin says he is still undecided about quitting RKO, but the indications are that he will. He conferred all day yesterday (Monday) with Leo Spitz, company president, and also had his personal attorney, Mendel Silverberg, present. Results of the talk were transmitted to N. Y. and the company board of directors.

It is also indicated that Pandro Berman, who also has no new deal set, might quit the RKO lot at the same time.

Candidates for the job continue to pile up, with Harry Edington, of the Edgington-Vincent agency, the latest entry to get a serious mention. He is close to Irving Trust Co. officials and has been a leading candidate in the east for the Briskin portfolio.

More than small talk persists that Mervyn LeRoy may move over to the RKO lot and take over the post as executive producer on the lot. Understood that if LeRoy takes the deal he would be in charge of all production for the company, as a contract reportedly signed some time ago by Pandro Berman as the sole head of his pictures was never consummated. Berman is now on vacation and won't return to the studio until the end of this month. Should the LeRoy deal pan out it would be construed as meaning that Berman has no intention of remaining at the plant beyond completion of two pictures he now has under preparation.

Another angle is that Samuel Goldwyn may figure in the Spitz conversations; that he may merge his interests and take charge of all production on the lot.

Spitz said he would not talk about the possibilities of a successor until Briskin has definitely decided to resign the post.

IRVING BRISKIN MAY HEAD REPUBLIC PROD.

Hollywood, Nov. 2. Irving Briskin is dickering a deal with Republic to head that studio's production.

Herbert J. Yates has instructed Moe Siegel, his personal rep here, to strike a bargain with the Columbia producer who made notable record in turning out program pictures.

WB's 18-Karat 'Gold'

Hollywood, Nov. 2. Michael Curtiz brought in Warners color production, 'Gold Is Where You Find It,' last Saturday (30) after 18 weeks in production.

Olivia de Havilland and George Brent are top-bracketed.

McKenna Go RKO

Pittsburgh, Nov. 2. Joe and Jane McKenna, brother-sister knockabout comedy dancers playing Stanley this week, pull out for Hollywood shortly with an RKO contract. 'I'll mark film debut for team, which will likely be spotted first in 'Radio City Revels,' specialty. McKenna only recently returned from South America and England.

LITTMAN REPPING WILCOX

Mack Littman, resident representative for Criterion (British) Films in N. Y., goes over to RKO as personal representative for Herbert Wilcox, British producer, now releasing through RKO. Appointment was made by Wilcox.

The Girls' Eye View

By Marian Squire

'Victoria' Gives John Brown a Brush-Off

John Brown, who figured so prominently in the life of Queen Victoria, according to historians, is given a quiet and dignified brush-off in 'Victoria the Great.' He appears briefly in the person of Gordon McLeod, with a few words of advice to his queen, and is subtly eased out of the picture. The camera's eyes are closed to his death and the Good Queen's grief at same. Which was to be expected since royal permission had to be granted to make the picture, and royal eyes, or their representatives, passed on it. That too, was in the nature of a fast one, since permission allegedly was obtained, during the brief and more broad-minded reign of Edward 8th—now Wallis Simpson's husband.

'Victoria' is an imposing parade of pomp and performance, Miss Neagle's transition from the young queen to the aged Victoria accomplished with skill on her part, and that of the makeup department.

Gowns are all period, with tight fitted basques and miles of wired outskirt with presumably dozens of petticoats. They must have been quite a weight for the feminine members to carry about, but Miss Neagle takes the overwhelming wardrobe in her accomplished stride.

Time, trouble and expense were undoubtedly lavished on 'Victoria,' which has amusing moments and interesting ones, but seems at times to go on for days.

Not the least of the trouble must have been taken on assembling the cast, with the happy selection of Anton Walbrook, as the Prince Consort, H. B. Warner (Lord Melbourne), Arthur Young (Gladstone), Derrick DeMarney and Hugh Miller as the young and the old Israels, respectively.

If 'Victoria' is historically correct, its sins are of omission and not commission. Probably they could have made a more exciting picture out from under the watchful eye of Windsor Castle—a most exacting chaperone.

Knee-Deep in Accents

Up to its dignified ears in British accents was the reception given in the Music Hall's luxurious studio for Anna Neagle and her 'Victoria the Great.' Only a few Americans (mostly press) mingled with such dignitaries as Sir Gerald Campbell, British Consul General; Duncan McInnes, Royal Chief of the Order of Scottish Clans, and other imposing personages who came to do homage to Miss Neagle.

No vulgar lobby crowds, glaring klieg lights and insistent autograph hounds. Miss Neagle was photographed, wearing a black velvet picture gown and long cutaway ermine coat with, appropriately enough, a Queen Victoria crown over her blonde waves.

Linda Watkins appeared in a black, satin, evening gown with swirling skirt and deep square décolletage, her blonde hair brushed forward in bangs and back in short curls. Miss Watkins confided that she was very happy over having for that operation, but that's still a secret. The curtain was lowered for that operation, but they will soon figure out a way to bring them back where they came from.

Music Hall glee club went costume-like British, in deference to the picture, as did the Rockettes who precisioned in short black coats, white breeches and knee-high, black boots. Coats were one sleeved with white glove and red glove on the bare arm, topped off by small black cockade hats with white plumes.

The corps de ballet waltzes to Strauss music, wearing rather unfortunate shades of too-blue bodies over too-pink tulle skirts, which in turn, are over very yellow tulle underskirts. The two specialty dancers in this number fared better, with soft blue tops over white satin briefs.

Music Hall's Stage Nipups

Not content with merely rising from the bowels of the earth as usual, the Music Hall Symphony rose, moved back across stage, and thence were elevated to a balcony with most effective lighting. Everyone was curious about how they were going to get down again, but that's still a secret. The curtain was lowered for that operation, but they will soon figure out a way to bring them back where they came from.

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'The Perfect Specimen'—and Joan Blondell

Errol Flynn is 'The Perfect Specimen,' but Joan Blondell performs neatly in trimly tailored outfits, with brimmed spoons hats dipping over one eye. Miss Blondell sets out to show Flynn what life is like outside the walls of his mansion, which is presided over by 'Grandma' May Robson. The action of the picture strongly resembles one of those up and down trend charts, now decorating Wall Street offices. High points are reached when the runaways encounter Alan Jenkins and Dennie Moore, Hugh Herbert as an amateur poet, and E. E. Horton as Miss Robson's timorous secretary. It's nice when Herbert and Horton get together, too. But in between times, there's a lull.

Miss Robson sails commandingly about in long trained gowns with lace fichus and bead dog collars. Beverly Roberts, Miss Robson's niece, wears simple girlish frocks and prefers Dick Foran to the 'Perfect Specimen.'

Mr. Flynn has the strenuous assignment of proving that his education is in every way up to snuff. He wins love and influence by means. To show that no field has been neglected, he dashes about climbing trees, staging boxing bouts, and smudging his handsome nose delving into the interiors of cars.

'The Girl Said No' Is a Yes-Film

Grand National didn't spend \$1,000,000 on 'The Girl Said No,' but it manages to be more entertaining than many more ballyhooed efforts. The plot has been done previously once or twice (or maybe more), but the manner of arriving at the happy state of affairs varies from the usual formula.

Robert Armstrong, in getting hunk with a taxi dancer who has taken him over the financial hurdles, gets together a troupe of oldtimers and a theatre for one night to stage a show. That's not too incredible. What stretches the imagination to the breaking point—and beyond—is the presence of every first string critic in New York at a show which was to run but one night and hasn't had a word of advertising.

Irene Hervey does an excellent job of the dime-a-dancer who changes her mind about what she wants out of life. Her evening things are designed to exhibit her superior back, both being halter style. One is in printed metal cloth, the other white satin coin dots on white crepe, with sweeping skirt. Latter is worn with full-length, fur-bordered cape.

Gwili Andre, the publicized model whose first stab at Hollywood failed to draw blood, appears briefly, her accent much less noticeable and her spartan vest very apparent. She wears a man-tailored suit and mannish slouch hat with huge silver fox scarf and her own femininity to soften the severity.

There's a lot of Gilbert and Sullivan delegated to William Danforth, Vera Ross and Vivian Hart. Miss Hart, incidentally, looks quite a bit plumper than she did when Gilbert and Sullivan on the stage.

'The Girl Said No' slows down to 'maybe' in spots, but there is no haunting rustle of Joe Miller's books in the smarties delivered by Robert Armstrong, Irene Hervey, Ed Brophy and Harry Tyler.

PARAMOUNT'S 9-MONTH NET PROFIT, \$5,276,000

Paramount Pictures estimated consolidated earnings for the nine months ended Oct. 2 were \$5,276,000 against net \$2,255,224 for the comparable period in 1936. This figure for last year included \$1,800,000 that was applied from inventory reserve. The 9-month earnings this year amounted to \$1.78 per common share. For the third quarter ending Oct. 2, Paramount reported \$1,958,000, after all charges, excepting surtax on undistributed profits, as compared with \$2,015,700 for the third quarter in 1936. The figure for last year included application of \$200,000 from inventory reserve, however.

Company pointed out in its report that earnings from partially owned, non-consolidated subsidiaries were not included in these figures. Par's share of undistributed earnings in these subsidiaries was estimated at \$142,000 for the first nine months of this year, bringing the net consolidated earnings to \$6,696,000, which in turn lifted the per common share earnings to \$2.36.

For the third quarter this year, company stated that \$440,000 represented Paramount's interest as a stockholder in the undistributed earnings of subsidiaries of type included in the nine-month summary. This would bring third quarter estimate of consolidated earnings to \$2,398,000.

Healthy earnings for common stock were made despite the fact that outstanding common shares rose to 2,456,027 total, as of Oct. 2, Company's statement revealed that only 142,407 shares of first 6% preferred are presently outstanding and that the number of second preferred has been trimmed to 563,291 shares.

The saving this means to the company is indicated in the statement that only \$298,103 was paid in dividends in the third quarter, both classes of stock, leaving \$1,659,897 for the common shares or 67c. per common share.

K-A-O and Keith Profits Each Over \$1,000,000

Both Keith-Albee-Orpheum and B. F. Keith turned in earnings reports of more than \$1,000,000 net profit apiece for the 53 weeks ending Oct. 2 during the past week. K-A-O and subsidiaries showed a net profit of \$1,549,332, after all charges except surtax on undistributed profits, which is equal to \$24.08 on each of 64,304 shares of 7% preferred stock now outstanding. B. F. Keith net was \$1,219,486, after all charges excepting surtax.

For the 39-week period ending on Oct. 2, K-A-O-A net profit was \$914,672 against \$668,000 in comparable period in 1936. Earnings were equivalent to \$14.22 on each preferred share against \$10.35 in the 39-week period last year.

Net profit for B. F. Keith Corp. for the 39 weeks ending Oct. 2 totaled \$663,948 as compared with \$591,842 in corresponding period last year.

Although profit reported by American Seating for the September quarter totalled \$317,118, after taxes and charges, the company's profit for the first nine months this year amounted to only \$519,004. Remarkable gain in earnings by Am. Seat in the three-month period ending Sept. 30 compared with only \$100,900 reported in the preceding quarter. Past quarter per common share earnings were at the rate of \$1.43 on each of 221,063 common shares as against 45c in the preceding three months. Profit for first three-quarters was equal to \$2.35 per common share.

Pathe's Net, \$276,486

Pathe Films' net profit, after deducting for interest, federal income tax and depreciation, for the nine months ended Sept. 30 was \$276,486, although all income from Du Pont Film was not included. Company's profit from actual operations before interest and taxes totalled \$30,083. Dividends received from Du Pont were \$245,112, with nearly \$157,000 in dividends undistributed this year.

Pathe's statement noted that the company has no liability for surtax on undistributed income.

The Pathe report revealed that Du Pont Film, in the first nine months, had a net profit of \$1,149,000 against \$861,000 in the corresponding period last year, with Pathe owning 35% of common stock.

Misery Loves Company, Says Lefty; That's Why They Have Double Bills

By Joe Laurie, Jr.

Coolacres, Cal., Nov. 2.

Dear Joe:

Well, I made up my mind not to kick anymore about the product they send me. I figure all pictures can't be good and I guess I have to use the biggest part of the bad ones. They just send me film. The first part of the week I had an oldie called 'Jealousy,' they should have had the first three letters taken off. I had to even refund passes on this one.

But as I say, there's no use kicking. To the exchange I'm just a stopover to collect expressage and to get the mothball smell off their films. It's a good thing I'm a showman and can dig up ideas like the one I wrote you about last week, having Vic getting engaged and married on the stage. Well, Thursday I ran the engagement and had to run it for two shows so the place was jammed. It's funny how many people will turn out to see a couple get engaged. I guess misery loves company—that's why they have double features.

I wrote a little skit around the engagement and if I do say so myself it was pretty good and ran nearly smooth. I had the stage set like an old-fashioned parlor and when the curtain went up Beulah was discovered seated on the sofa. She looked up at the clock and said, 'Vic should be here soon, I wonder will he propose tonight?' The bell rang and she said, 'That's him now,' and she went to the door, and sure enough it was Vic. He came in and threw his hat on a chair and they both went over to the sofa. He put his arm around her waist, and then I had the laundry man's four-year-old kid dressed like Cupid lowered down from the flies and the wire broke but luckily he fell in their laps. Then he shot an arrow at them and almost hit Vic in the eye; then he ran off and stepped on a tack in his back. Well, he let out a yell and I had to cauterize it with some iodine and two passes.

When the noise stopped Vic went on and said, 'I have always loved you Beulah, and I want you to become my lawful wedded wife. Will you marry me?' Then the audience took sides and hollered, 'yes, yes, Beulah, it's the only chance you'll ever get,' and some other punks yelled, 'say no, he's a bum.' It reminded me of a Sunday matinee at the old Columbia.

Poor Beulah got stage fright and ran off the stage, it was all I could do to talk her into going back. In fact if I didn't do a little dragging, she'd-a-never come back. To save the night I went out and gave them a 'home town' routine. . . . you know, 'remember ladies and gentlemen, she is a home town girl. Well, they applauded and quieted down. Vic asked her again and Beulah barely hesitated to say yes. Then Vic pulled out a diamond ring, not the one I promoted from the local Tiffany, because the one they gave had a stone in it that even the people on the stage couldn't see, so I borrowed a seven-carat stone to make a good flash, and as Vic put it on her finger I put a pin spot on it and Vic said, 'I got this ring from Bergman's Jewelry Store.' You see I had to give the guy a plug.

Then Beulah's old man came on and Vic said, 'Beulah and me are engaged and I want to ask you for her hand in marriage.' The old man said, 'I won't give you just her hand, you can have all of her,' which got a big laugh from the folks, and when the old guy hears the laugh he gets a comic streak and sez, 'and if you ever need any hardware be sure and deal in my store directly across from this theatre.' The guy puts in a plug for his store.

Then Vic kissed Beulah and the curtain came down and I made an announcement that the kids would be married on the stage next week. Well they applauded and I thought my troubles were over for the night, but when I come to take her sparkled off her and give her the one that was donated, she and her Dad gave me an argument saying, it wasn't right to fool the public, it's a fake, etc. Aggie thinks that Vic put them up to it. Well, I had to get the old man steved and Aggie gave the girl a line of talk that could have brought vaudeville back. I used to be able to get rings back from dames easy years ago but I forgot my routine. Aggie sez my troubles are just starting with these kids because I practically gave the kids a push down the hill of matrimony on a car that has no brakes.

The paper wrote an editorial about me saying what a great work I was doing for the community marrying off the girls. They even put talkin' me running for Councilman next election. It's a no-pay job but like I told Aggie that when a guy gets a little older he thinks of getting a little honor; you know—kinda getting things together to be written on his monument. Aggie sez if I had dough she'd give me plenty of honor. Anyway me being a Councilman wouldn't be a bad ad for the theatre, and I think there must be a gimmick to the job, because the guys that got it now are not the type that do without, so maybe there's a little side dough besides the honor.

Well, we're more but got to get ready for the wedding next week. Remember me to the boys and girls and tell 'em if they run short there's money in drying snow and selling it for salt. Best from me and Aggie SEZ
Your pal,
LEFTY.

P. S.: Al Reid sez, 'a girl can be very sweet when she wants.'

20TH-FOX NET FOR 39 WEEKS AT \$4,898,893

While net operating profit before usual deductions for interest, taxes and depreciation totalled \$6,068,719, 20th Century-Fox net profit after charges for the 39 weeks ending Sept. 25 was \$4,898,893, as reported last week. This was below expectations in Wall Street, where a third quarter the equal of last year was looked for. Despite a decline of more than \$500,000 in the third quarter, the net for the first three quarters still remained ahead of comparable period in 1936, when only \$4,451,851 was reported.

The net profit, after all charges excepting provision for surtax on undistributed profits, for 20th-Fox was \$1,143,410 for the quarter ended Sept. 25, as against profit of \$1,682,661 in the third quarter last year. This healthy dip in profits was considerably more than had been anticipated. It also was even further off from the \$1,687,865 reported for the second quarter of the present year.

Cheering note, however, was added in the statement that no dividends from National Theatres Corp. in which 20th-Fox holds 42% interest, were included in any figures this year. Theatre company earnings are said to be substantially ahead of 1936.

The total net profit for the 39

weeks was equivalent to \$5.12 on each share of preferred and to \$2.19 on each common share, after deducting the dividend of \$1.12½ for preferred stock. Conversion of preferred into common shares has increased the number of common shares outstanding to 1,729,356, which is approximately 500,000 more common shares than were outstanding at this time a year ago. In September, 1936, there were more preferred shares outstanding (1,357,831) than common, which in part accounts for the decline in per share earnings of the common from \$2.38 to \$2.19 and the increase from \$3.27, last year, to \$5.12 this year on the preferred.

Gross income for the 39 weeks was \$39,549,018 as against only \$36,378,431 for the first three quarters last year. Expenses rose about \$2,650,000 to \$3,428,854, amount for this year. While interest expense was trimmed, depreciation rose about \$60,000 to \$258,936.

Another Guess-Who'er

Hollywood, Nov. 2.

Warners gave the go signal to 'The Mystery of Hunting's End,' Bryan Foy producing, last Friday (29). Joel Smith directs.

Dick Purcell, June Travis and Mary Maguire play the featured roles. Sherman Lowe scripted from the original by Mignon Eberhard.

% PIX AGAIN MARKING CHICAGO

MPTOA President Takes in Lots Of Territory in a Plea for Film Biz Help; Fair Trade Practices

Denver, Nov. 2. In an hour-long talk Ed Kuykendall, MPTOA prexy, let loose blasts against too loose mixing of the races in films, license charges of ASCAP, score charges, double bills, extended runs, non-theatrical competition, urged, establishment of conciliation boards and 20% cancellation clause in film contracts. The talk was made at a luncheon of the Rocky Mountain Theatre Owners and Managers of the Rocky Mountain Region.

In opening his talk Kuykendall appealed for moral support if nothing more, but pointed out before he was through that it took money to operate the Motion Picture Theatre Owners of America, and that the Rocky Mountain organization should aid the movement financially as well as morally. He stressed the lack of national exhibitor unity on important issues, declaring divided opinions left lawmakers at a loss as to what industry needs and wants. Kuykendall said officials of the Department of Justice had suggested to him the industry should set up a fair trade practice.

Indiscriminate mixing of races in films is deplored, such as a white singer surrounded by colored dancers, Kuykendall arguing such incidents might help establish censorship in certain parts of the country. The license fees charged by the American Society of Composers, Authors and Publishers were charged by Kuykendall as being unfair, and based on an antiquated copyright law. He said ASCAP should be run out of business on account of being a monopoly. The license fees were claimed to be payable for the same thing the score charge was for, and the latter was condemned as a racket.

Conciliation Boards
Warning that exhibitors must not expect real relief from lawmakers or courts because of lack of knowledge by them of exhibitor or distributor problems, Kuykendall urged establishment of conciliation boards, claiming they could alleviate many of the ills of the industry without recourse to the courts.

While conceding percentage arrangements are the only real method of evaluating films, the speaker urged that where percentage shows were played, the distributor should furnish the entire program, and be made to share in the losses as well as the profits. The guarantee against percentage was branded unfair, since the distributor gained all the advantages.

Extended runs were lashed, Kuykendall claiming that in many spots the profits of a film were milked before the subsequent had a chance at them.

Because of the peculiarities of the business, prices of films could not be set by law as demanded by some exhibitors, it was pointed out. Kuykendall also said there were no ills in the business that good films would not remedy. Double bills were charged with cheapening of the industry.

Non-theatrical competition was being fostered, Kuykendall charged, by supply and film salesmen who, facing loss of spots to sell their wares, were promoting civic organizations to equip town halls, school auditoriums, and other spots for the showing of films on a benefit basis. Fighting of this evil at the source (supply and film headquarters) was urged by Kuykendall.

Parading of wealth was denounced, since it gives taxmakers an unfair slant on the industry. As a specific instance, the speaker warned against installing a \$3,000 organ and giving it out at cost \$20,000.

Kuykendall declared it was a fact the distributor had a contract with the exhibitor, but that the exhibitor was minus any club to force the dis-

Metro's Novices

Kenneth Stevens, Chicago baritone, has been screen-tested by Metro, but results of test will not be known for several weeks. Would be listed in semi-operatic films.

Douglas Kennedy, Amherst grad who was found in summer straw-hats, has been placed under option by the same company as potential young leading man.

Edith Marner, model, has been placed under option by MG for screen testing. The 19-year-old girl was signed for tentative cinematic work by Walter Thornton agency.

LATINS HOT FOR S. A. FILMS

Demand for salacious films in Latin American countries and the West Indies has about milked the U. S. of the 'Enlightened Thy Daughter' types and created a lush field for the slightly erotic product.

Requests cover all types of sex films and those with possible sex exploitation, possibilities although the story content need not exactly follow that pattern. As long as there is food for thought contained, Latin exhibs gobble 'em up, according to peddlers who add that 'Extase' would be a virtual bonanza in the territory.

Oddly enough, films are not of the 100% stag type, but rather are those which have played plenty of time in the States before being exported.

Market is a comparatively new one and by far the most lucrative because of the preponderance of the Spanish language. Dubbing is profitable at average \$500 per job when it is remembered that 5% of the world's pop speaks the Spanish tongue. Dubbing of same into other languages would not be worthwhile. Practically limitless Spanish playing time presents contrasts to latter situation.

Candido Galdo, Cuban film and music rep, who departed last week with more than half a dozen of the heated cans in tow, has since contracted for more, via cable. Some of those set are 'Daughter,' 'Vice and Corruption,' 'Women for Sale,' 'Guilty Parents,' 'The Devil Island,' 'Slaves in Bondage,' etc.

tributor to live up to anything. He said the distributor could tell the exhibitor what he could do, but that the exhibitor had no such recourse with the distributor.

Against Stars' Broadcasting
Restraining of film stars broadcasting was urged so they would be on the air outside of peak hours in theaters.

Kuykendall demanded a 20% cancellation clause in film contracts, claiming this would go far ahead to eliminate many of the ills of the business. A living wage was urged for labor, but labor leaders instead of the workers were charged with having become overambitious. Exhibitors were warned that labor would continue to be one of their major problems.

Government control of the industry was decried by Kuykendall, and pointed out one of the problems of the MPTOA was to head off any such move. He urged financial support of the national body to aid in carrying on their program.

The talk was one of several being made before exhibitor organizations on a trip around the country. About 100 exhibitors heard the Denver talk.

EXHIBS ALLY TO OPPOSE DEMANDS

Paramount and Metro Leading the Way in Contracts for Percentage Bookings—Latter Cutting Down on Its Demands—Dropping of Banko Cause for Theatremen's Objection

20TH TOPS SALES

Chicago, Nov. 2. Percentage is again the big thorn in the side of the exhibitors in this territory. Always opposed to percentage demands, the exhibs are rearing their backs again at the contracts handed them with sharing clauses. So stiff is the opposition currently that most of the exchanges have already called off their percentage deals in this territory, and are seeking sharing contracts only in the small outlying cities.

Exhibs gave in somewhat last year on percentage contracts under the bank night regime, figuring that they would not get their pictures on nights which didn't have the giveaway pull. Expected to get the bulk of their week's trade on the money gift occasions, leaving the percentage pictures to pick up the crumbs of business on the other days of the week.

But with bank night killed off around here, the exhibs are back again with a stiff front of opposition to percentage demands. So much so that only two exchanges are still insisting on any set schedule of percentage deals. The others are trying to snatch off one or two 'specials' on sharing arrangements, and if not successful, letting the entire contract go on straight rental fee.

Two exchanges insisting on percentages are Paramount and Metro. Par is leading the pack on the sharing deal demands, asking for six pictures on sharing setups that run to 35%. Metro, which has always been the headman on percentage flickers, is asking for four pictures on percentages, also at an average of 35%.

Metro has cooled off a bit on percentage requests in Chicago despite the fact that this company, through its Loew affiliation, bested the exhibs three years ago when the nabe houses tried to boycott Metro product.

Loew's came into town and started to build houses to show its own product, and sought theatres in direct competition to those exhib leaders who headed the Metro boycott. Loew's did build one house, in Oak Park, but turned it over to Essaness when the boycott collapsed.

As far as general sales goes in Chicago at this time, the leading office is admittedly 20th Century-Fox. Company is selling contracts at an extremely rapid rate at present and is considerably ahead of its nearest competitor in signed deals with exhibitors. At its present going Fox is almost sold to 100% of its possibilities and looks a cinch to sell practically every possibility in this territory.

Loew's Board Meets Today on Extra Divvy

Loew's, Inc., board of directors are scheduled to meet today (Wednesday) on the company's common dividend. Company already has paid \$6 on this class of shares and there seems no question about the regular 50c quarterly payment. Decision on a cash extra will depend on whether the directorate plans to maintain an ultra-conservative policy or will continue the liberal cash distribution trend established at recent meetings.

Loew's stock now is selling between \$62 and \$64 per share, which is 20 points from the year's peak. Based on the recent action of these shares, traders are figuring on an extra distribution.

Picture Business Anticipates No Action by Congress on Anti-Trust Law, but Wages-Hours Look a 'Must'

Paralysis Recurrence

Omaha, Nov. 2. Epidemics of infantile paralysis which closed schools in Omaha and few neighboring towns and consequently injured show biz were thought to be ended with cold weather a couple weeks ago. Unusually warm weather of past two weeks has found few cases recurring in some outlying towns, though not in Omaha proper. Cases in Pilger, Neb., forced closing of house there nearly week, while case was reported in Wisner, neighboring town.

Scarlet fever also invading hinterlands with two deaths from disease reported in one small town in state's northeast sector, but thus far has not interfered with show biz there.

BALABAN MAY INVADE ST. LOU

St. Louis, Nov. 2. The presence of Fred Wehrenberg, owner of a chain of prosperous nabes in South St. Louis and president of the MPTOA of Eastern Missouri and Southern Illinois, at a dinner and regional conference of the Public-States Theatre, Inc., at the Coronado hotel last week, and his conversations with A. J. Balaban and Jules J. Ruben of Chicago, revived rumors along Film Row that the Public-Great States enterprise is about to consummate a deal with Wehrenberg to invade this burg.

That Wehrenberg was invited because of his leadership of the MPTOA is an explanation not accepted by Film Row which recalls that Wehrenberg has consistently refused to entertain any pooling overtures from the Fanchon & Marco interests and only recently announced a building program of his own which points to the erection of 20 new houses in the city and St. Louis county, some of which are to be located in the vicinity of houses now operated by F&M.

Wehrenberg refused to say whether his conversations with Balaban and Ruben dealt with a probable pooling of his theatres with the Chicago organization, adding that he was not now in a position to commit himself.

Film Row remembers that several months ago A. J. Balaban and associates of Chicago approached the Ansell Bros., owners of the Empress, Ritz and Varsity theatres, with a proposition to dispose of their holdings to the Chicago organization. After considerable chintest the deal fell through and recently the Ansell Bros. effected a booking pool with the St. Louis Amus. Co., a F&M affiliate.

Before negotiations with the Ansell Bros. began Ruben made several visits here and it was announced that Public-Great States Theatres, Inc., was prepared to spend \$1,000,000 for the erection of six theatres which would be the opening gun fired in their invasion of St. L.

Following Wehrenberg's building plan announcement F&M effected its pooling deal with the Ansell Bros. and later another with Alex Papand and Bessie Schuller, who control a syndicate operating five nabes and many in local film circles interpreted this as a move against Wehrenberg. About this time Harry C. Arthur, Jr., v. p. and general manager of F&M interests here, issued a statement in which he asserted F&M was not trying to put any rival out of business but was willing to discuss the mutual problems of all exhibitors and if a pooling agreement could be made along equitable lines F&M was willing to do its share to perfect such agreements.

So many more vital issues now are tabbed for 'must' action in the special session of Congress that industry tycoons are hopeful that any change in anti-trust laws will be lost in the shuffle until the regular Congressional meetings. There also is some doubt now that a revision in anti-trust statutes may be drafted in time for full consideration at the special gathering.

While some changes in present anti-trust laws might alter ways in doing business in the picture industry, some film company officials are convinced that clarification of certain provisions would go far in alleviating the flood of triple damage suits and reduce the amount of anti-trust litigation instituted by exhibitors. Recently launched suits, in which conspiracy has been alleged and triple damages sought, are viewed as a smacking of shake-down actions, according to trade leaders familiar with this trend. Consequently, any shift along this front is regarded as holding promise for the future of the biz.

Then, too, there are chieftains who believe that the wording of the anti-trust statutes at present has proved a stumbling block to certain constructive co-operation in various fields of the industry. Any shift in clauses which might approve certain co-operative inner-industry moves is now held as paving the way for ending much litigation grief.

The wage-hour measure is a very definite 'must' for the special session. A drastic one introduced in the last session of Congress did not get far because it was too complicated. However, a modification of this law, possibly enforceable by the Federal Government, now looms. It would not materially affect hours for home office workers in N. Y., because the old NRA hour scale has been maintained; namely, 37½-39 hours per week. It might cut into theatre operations to the extent that some employed employees would have to work less time, meaning additional employees might have to be hired.

How Pa. Solves Hours

Lancaster, Pa., Nov. 2. Theatres here have readjusted working programs so that all are now complying with Pennsylvania's new 44-hour working law for women without the addition of a single person. The law, which was intended, in unwritten purpose at least, to increase number of employees, did a dive so far as theatres are concerned, although it has increased employment in other fields. Survey of local houses reveals that majority of women employees were working on something near to a 42-hour schedule, although time was frequently not split up as required by the new statute.

In practically all local houses cashiers, matrons and cleaning women have been shifted onto new schedules to comply with the law. In some cases jobs were eliminated or split up so that present staff would cover.

Practically parallel requirements go into effect for male employees in the state on Dec. 1, and it is not believed by operators that they will escape as lightly when this law takes effect.

Projectionists, ushers, assistants and other house employees now are generally working on 40-42 hour schedules, and it is believed that later compliance with the law will necessitate the addition of several new employees in each house. One exhibitor who has made a study of the situation expresses the opinion that the new law will increase payrolls throughout the state by one man for each 500 seats.

Vallee on Stage Hypos L. A. Par To Hefty \$25,000; Wedding' Packs 31G Wallop, 'Forget' Day-Dater \$9,000 NG

Los Angeles, Nov. 2. With the exception of steady holdovers, trade is substantially up this week. Town's leader is Rudy Vallee orchestra, holding down Paramount stage and doing a mopidy biz. "Double Wedding" is piling up a nifty \$31,000 combined week at the State and Chinese, while second week "Stage Door," at the Randalls, and "45 Fathers" (20th) at the Fox-Loew, combo surefire for the boulevard trade, nifty \$13,500. Last week, "Bride Wore Red" (MG) and "Dangerously Yours" (20th), very satisfactory.

Estimates for This Week
Chinese (Grauman) (2,028; 30-40-55-75)—"Double Wedding" (MG) and "45 Fathers" (20th) dual, Powell-Loy combo surefire for the boulevard trade, nifty \$13,500. Last week, "Bride Wore Red" (MG) and "Dangerously Yours" (20th), very satisfactory.

Downtown (WB) (1,800; 30-40-55-65)—"They Won't Forget" (FN) and "Love on the Air" (WB) dual. Maybe the lack of bar, man, anyway paid \$5,000 better than can be offered. Last week, second stanza of "Certain Woman" (FN) and "Over the Goal" (FN), very good \$5,000.

Four Star (MG) (2d week). Due to pic shortage engagement of 'X' extended for 10 days respite brutal \$1,300 on first seven days, but dark until Nov. 18 when "Victoria" (RKO) opens. Second week 'X' only \$1,000.

Hollywood (WB) (2,758; 30-40-55-65)—"They Won't Forget" (FN) and "Love on the Air" (WB) dual. Lucky if grosses \$4,000. Last week, "Certain Woman" (FN) and "Over the Goal" (FN) on second stanza finished okay \$4,900.

Orpheum (Bdwy.) (2,280; 25-30-35-40)—"Bad Guy" (MG) and "Miss Alibi" (MG) dual. "Bad Guy" is a "bad guy" so far as revenue is concerned and house will settle for fair \$7,000. Last week, "She's No Lady" (Par) and "Against-Off Again" (RKO), very satisfactory \$6,700.

Fantasia (Pan) (2,700; 30-40-55)—"Stage Door" (RKO) (2d week) and "There Goes Room" (RKO) dual. Second week continues on second week with big \$10,000 in sight. First week, including advanced price preem, brought substantial \$21,000, plenty profitable.

Paramount (Partmar) (3,595; 30-40-55)—"Hold 'Em Navy" (Par) and Rudy Vallee on stage. Vallee, making local stage appearance, in number of years, has been a crowd puller, smash \$25,000 for which house is heading. Last week, "Breakfast for Two" (RKO), very satisfactory \$20,000.

RKO (2,950; 30-40-55)—"Stage Door" (RKO) (2d week) and "There Goes Room" (RKO) dual. Follow-up terrific \$10,000 in sight. Last week, "Bride Wore Red" (MG) and "Dangerously Yours" (20th), hit \$11,500, disappointing.

United Artists (Fox-Loew) (2,100; 30-40-55)—"Bride Wore Red" (MG) and "Dangerously Yours" (20th) dual. Crawford isn't meaning a thing at this downtown moveover house, so poor \$2,100. Last week, "Life Begins in College" (20th) and "Counsel for Crime" (Col) oke at \$3,900.

Wiltshire (Fox) (2,296; 30-40-55-65)—"Bride Wore Red" (MG) and "Dangerously Yours" (20th) dual. Running around \$500 better than its day-dater on movie, but, pretty weak here \$3,800. Last week, "Life Begins in College" (20th) and "Counsel for Crime" (Col), oke \$6,100.

OMAHA'S OPPOSISH

Ak-Sar-Ben Ball and Football—Cagney Dual \$7,800

Omaha, Nov. 2. Several competitive factors notwithstanding, biz holds an encouraging trend of past few weeks. Ak-Sar-Ben annual ball Friday night took evening of over 12,000 persons, and Nebraska-Illiana football tussle in Lincoln stadium, at least that many more out of town to spend their time and money elsewhere.

Noteworthy event of film row is holdover of "Stage Door" at Brandeis, where second week of play tops many program's first week gross.

Estimates for This Week
Brandeis (Singer-RKO) (1,250; 25-35-40)—"Stage Door" (RKO) and "Love on the Air" (FN) dual. Swung into holdover week. As first week topped everything in months, so second week continues paying for its holdover of year, close to \$4,500. Last week \$7,800 run up.

Omaha (Blank) (2,100; 25-40)—"Double Wedding" (MG) and "Wine

Women and Horses" (WB) dual. Riding strong enough to hold eight days to get house back to its regular Thursday opening; \$9,800 very good. Last week "Life Begins in College" (20th) and "Wild and Woolly" (20th) not strong enough to last eight days, as was expected; \$8,000, okay.

Orpheum (Bdwy.) (2,976; 25-40)—"Something to Sing About" (GN) and "Madame X" (MG). Gives house dual bill, with nearly equal magnetism from each feature. Cagney one of few indie pic which hits big first-run house within year, and done on strength of star's name and preview reception at midnight show last week. With usual big returns from Big Apple contest, midnight show Saturday running to \$7,800 acceptable.

Last week "Wife, Doctor, Nurse" (20th-Fox) and "On Such a Night" (Par) twinned; had usual help of Saturday midnight shows; \$9,000 okay.

'ALI BABA' BIG IN LOUISVILLE AT \$12,000

Louisville, Nov. 2. Pic houses have some unfavorable factors to combat during current week, particularly the mild, spring-like weather, and a hot election campaign, which ended Tuesday (2). Added opposish was "Ziegfeld Follies" (29-30) and "A Doll's House" (Monday) (1), road shows which played the Memorial Auditorium to good houses.

Tupper for current seven-day stanza easily "Ali Baba Goes to Town" at the Rialto, with "Perfect Specimen" at the Mary Anderson also doing well, and standing 'em up over the week-end. "Forbidden Sex" pic, at National, segregating male and female audiences, and doing big biz, at least for this town. Other film houses finding biz not so forte.

Estimates for This Week
Brown (Fourth Ave.-Loew's) (1,500; 15-33-40)—"Stage Door" (RKO). Doing surprisingly well after highly profitable seven days at Rialto. Fine opening day business, and should romp home with big \$4,000. Last week "Double Wedding" (MG) on dual with "Counsel for Crime" (Col), snared fine \$3,400.

Kentucky (Switow) (900; 15-25)—"Artists and Models" (Par) and "One Mile from Heaven" (20th), dual split with "Street Scene" (State Rights) and "Born Reddick" (20th), dual, started okay and figures for nice \$2,400. Last week "You Can't Have Everything" (20th) and "Poole's Heiress" (WB), dual split with "Missing Girls" (Chesterfield) and "Toast and Toast" (20th), dual, very satisfactory \$2,400.

Indiana (Katz-Dolle) (1,100; 25-40)—"Heidi" (20th) and "Behind the Mike" (U) on dual moved over for second week's run from Indiana. Take \$2,100 in biz, and \$3,000 last week holdover session of "Wife, Doctor and Nurse" (20th) dual with "Charlie Chan on Broadway" (20th) wasn't bad for a second week at \$2,900.

Circle (Katz-Dolle) (2,800; 25-40)—"Breakfast for Two" (RKO) on twin bill with "Saturday's Heroes

(RKO). Former pic given all the attention in campaign. Gross is light at \$4,500. Last week, "Life of Jimi Zola" (WB) was moderate at \$5,250.

Indiana (Katz-Dolle) (3,100; 25-40)—"Ali Baba Goes to Town" (20th) on dual bill with "Dangerously Yours" (20th) and "Counsel for Crime" (Col) on dual. Take good at \$9,000. Last week "Heidi" (20th) and "Behind the Mike" (U) on double program finished at \$7,000, very good.

Keith's (Kane) (1,200; 15-25)—"Here's Flash Casey" (GN) and Blackstone magic on stage. Latter given plenty of extra exploitation, but take good at \$2,500. Last week "Small Town Boy" (GN) and vaude was very bad at \$1,600.

Loew's (Loew's) (2,400; 25-40)—"Something to Sing About" (GN) dual with "Life Begins in College" (20th). Cagney not strong enough to carry the box office load placed on him in campaign here. Results, \$5,000, very good. Last week "Double Wedding" (MG) and "Counsel for Crime" (MG) (dual) was socko at \$11,000.

Olson (2,600; 25-30-40)—"West of the Pecos" (WB) and "You Can't Have Everything" (20th), stage revue. Latter given slight edge over flicker in campaign. Gross in prospect, \$8,700, all right.

First Runs on B'way

(Subjects to Change)
Week of Nov. 4
Capitol—"Conquest" (MG).

(Reviewed in VARIETY Oct. 27)
Criterion—"Hold 'Em Navy" (Par) (5).

Globe—"Boots and Saddles" (Rebo) (6).

(Reviewed in VARIETY Oct. 13)
Hollywood—"Emile Zola" (WB) (13th wk).

Musie Hall—"Awful Truth" (Col).

(Reviewed in VARIETY Sept. 15)
Paramount—"Angel" (Par) (3).

(Reviewed in VARIETY Sept. 15)
Rialto—"Trapped by G-Men" (Col) (5).

Rivoli—"Lancer Spy" (20th) (3).

(Reviewed in VARIETY Oct. 6)
Roxey—"Heidi" (20th) (5).

Strand—"Perfect Specimen" (WB) (2d wk).

West of Nov. 11
Astor—"Hurricane" (UA) (9).

Capitol—"Conquest" (MG) (2d wk).

Criterion—"Night Club Scandal" (Par) (12).

Musie Hall—"Awful Truth" (Col) (2d wk).

Rivoli—"Lancer Spy" (20th) (2d wk).

Roxey—"Heidi" (20th) (2d wk).

Strand—"I's Love I'm After" (WB) (10).

(Reviewed in VARIETY July 21)

of New York (RKO), dual, fine \$2,600.

Loew's State (3,000; 15-30-40)—"32nd Street" (UA) on dual with "Life Begins in College" (20th). Last week sensational, with takings running along at about average clip, okay \$6,000. Last week "Live, Love and Learn" (MG) and "Madame X" (MG), dual, disappointing at \$5,300.

Mary Anderson (Libson) (1,000; 15-30-40)—"Perfect Specimen" (WB). Film critics liked this one tremendously, and biz over week-end plenty satisfactory. Opened one day earlier, and eight-day stanza should pull good \$3,800, decidedly better than last week's "They Won't Forget" (WB), which was jerked after six days, take a poor \$2,700.

National (Jewell) (2,400; 25-40)—"Forbidden" (Underwood). Sex pic doing big biz, with plenty bally on film's subject matter. Patrons segregated, with femmes attending matinees and males the night performances. Looks like big \$7,500.

Orpheum (WB) (2,500; 25-40)—"Eureka" (Eureka), okay for second week.

Ohio (Settos) (800; 15)—"Crack-Up" (20th). "Yukiki Wedding" (Par), dual, split with "Easy to Take" (Par) and "Stowaway" (20th), dual. Nice \$1,500. Last week "Girl from Paris" (RKO) on double bill with "Jailbreak" (WB), split with "Along Came Love" (Par) and "Road Gang" (WB), dual, under average \$1,200.

Rialto (Fourth Ave.) (3,000; 15-30-40)—"Ali Baba Goes to Town" (20th) on dual with "Annapolis Salute" (RKO). Responding to exploitation, with banjo-eyed comic's fans giving biz. Merry show, plenty good, though \$12,000 in pace hold up. Last week "Stage Door" (RKO), with rave notices and word-of-mouth publicity boosting plenty, copped big \$7,000.

Strand (Fourth Ave.) (1,500; 15-30-40)—"Breakfast for Two" (RKO),

Notre-Minn. Grid Game Hypos Mpls.; Ritzes 'College' a Natural \$12,000

dualed with "Man Who Cried Wolf" (U). Feeling ill effects of warm weather and election night rallies, business may have to be satisfied with fair \$3,500. Last week "Something to Sing About" (GN) and "Love Takes Flight" (GN), dual, started with a bang, but slowed up. Take \$4,300, fair.

'HEIDI' TOPS IN PROVIDENCE AT \$12,000

Providence, Nov. 2. Another week of long fare, but business is still spotty. Shirley Temple holds the spotlight, "Heidi" bringing in the shekels for the Majestic to tune of \$12,000. Loew's second best with "Stand-In" on a dueler. Biz there headed for \$11,000.

Estimates for This Week
Albee (RKO) (2,300; 25-35-50)—"Something to Sing About" (GN) and "Hideaway" (RKO). Best business house has had in weeks, but still sailing behind opposish. Looks like \$9,000 for "Stand-In" and "Something to Sing About" (GN) and "Reported Missing" (RKO) was 'way off at \$4,900.

Carlton (Fay-Loew) (1,400; 25-35-50)—"Zola" (WB). For second week run \$3,300 is not so bad, considering tough opposish. Last week "Double Wedding" (MG) and "Dark Journey" (UA) tepid \$2,200.

Empire (Spitz) (1,600; 25-35-40)—"Man Betrayed" (Rep) and Connie's Inn Hot Chocolates on stage. Once more it's a case of stage show doing the pulling; gross headed for \$5,500, oke. Last week "Nation Aflame" (Hamp) and vaude soared to \$7,400 on strength of Muriel Page's "Flame Dance" act.

Fay's (2,000; 25-35-50)—"They Won't Forget" (WB) and vaude. Just so-so pace; at least \$5,500 in till. Last week "Dangerously Yours" (20th) also tepid at \$5,000.

Loew's State (3,200; 25-35-50)—"Stand-In" (UA) and "Bad Guy" (MG) top. Last week, "Stand-In" and "Bad Guy" (MG) top in nab of \$11,000. Last week "Live, Love and Learn" (MG) and "Madame X" (MG) far at \$9,500 on six-day run.

Majestic (Fay) (2,200; 25-35-50)—"Heidi" (20th). No doubt where this one is going, sure of \$12,000, swell. Last week "Zola" (WB) garnered \$9,000; good for class attraction.

Strand (Indie) (2,200; 25-35-50)—"This Way Please" (Par) and "She Asked for It" (Par). Tone trifle stronger, but set way off. Not much more than \$9,000 in prospect. Last week "Life Begins With Love" (Col) and "Paradise Isle" (Mono) were off, too, at \$5,600.

Colman a Wow With Neb.'s Schoolmarm In 'Horizon' and 'Zenda'

Lincoln, Nov. 2. "Lost Horizon" is going its third week, and with the 4,000 school teachers in for the weekend convention, it's doing fancy pacing. Little doubt that it will go a fourth canon. Ronald Colman is doing a dual role in the town—"Prisoner of Zenda" at the Stuart—and makes a triple with the "Horizon" hangon.

Lincoln splits with "Toast of New York" and "Romeo and Juliet," all good. This is the Orph's weekend without vaude, so fair.

Estimates for This Week
Kiva (Westland) (440; 10-15-25-35)—"Lost Horizon" (Col) (3d week). Did \$1,800 last week and will likely top \$1,900 this one. Very good for this house.

Liberty (LTC) (1,200; 10-15)—"Carnival Queen" (U) and "Boothill Brigade" (Rep) split with "Doomed at Sundown" (Rep) and "Sophia Lang Goes West" (Par) Good, \$1,000. Last week "She Asked for It" (Par) and "Charge of Light Brigade" (WB) split with "Western Gold" (20th) and "Foolish Heiress" (WB), all right, \$950.

Lincoln (LTC) (1,600; 10-20-25)—"Toast of New York" (RKO) split with "Romeo and Juliet" (MG). Going swell \$1,300, possibly. Last week "Wife, Doctor and Nurse" (20th), okay, \$2,800.

Orpheum (LTC) (1,350; 10-15-20)—"Naughty Marietta" (MG) and "Bad Guy" (MG). Only in for five days.

Stuart (2,600; 25-35-50)—"Hot Water" (20th) plus Belle's, week. Hawaiian Follies on the stage, split with "Marry the Girl" (WB) and

Minneapolis, Nov. 2. One of biggest influx of visitors in city's history for Notre Dame-Minnesota football game skyrocketed the attendance of 64,100 at start of weekend. More than 40 special trains from all parts of the country brought the terrific throng which shelled out plenty of dough for entertainment. Night clubs got an even bigger play than the showhouses, but latter also benefited considerably, particularly Saturday and Sunday nights. Attendance of \$4,100 at \$3.30 per spectator broke all Minnesota football records for attendance and receipts.

While there has been plenty of tear-shedding over business recently, things are good enough to warrant no less than three holdovers currently. "100 Men" goes into its fourth loop week at the World. "Zola" remains over at the Century for second canto, while "Stage Door," after a profitable seven days at the Minnesota, has been shifted to the State for another downtown week. "Lost Horizon" just finished a fortnight loop run to big returns. And all three of the present holdovers are hitting a fast clip.

Both newcomers, "Life Begins at College" and "Double Wedding," at the Orpheum and Minnesota, respectively, are doing good. "Stand-In" the former, supplemented by a stage show, "Play Girls," a Jack Fine unit, running second. Orpheum has a number of other stage shows unlined, and "Toyariet" comes into Lucyem for four nights next week.

Unseasonably warm weather apparently is not a trade deterrent, but second half real estate sales, due Oct. 31, have taken some dough out of circulation.

Estimates for This Week
Aster (Publix-Singer) (900; 15-25)—"Big House" (MG) and "Dancing Lady" (MG) dual. "Big House" with "Talent Scout" (FN) and "Hideaway" (RKO), dual first runs. Pretty good \$1,200. Last week "Ever Since I Was a Kid" (20th) and "Stand-In" (Par) (2d run), and last three days dual first runs, "Over the Goal" (WB) and "Sophie Lang" (Par), \$800, fair.

Century (Publix-Singer) (1,600; 25-35-55)—"Zola" (WB) (2d week). Helped by lavish newspaper praise and word-of-mouth getting considerable biz. Last week, "Zola" (WB) \$6,000. Last week, \$7,000, okay, but disappointing.

Minnesota (Publix-Singer) (4,200; 25-35-55)—"Double Wedding" (MG) and "Stand-In" (Par) dual. "Double Wedding" box office here and this comedy is away nicely. Mixed comment, however, and there's doubt as to how it will hold. Last week, "Double Wedding" (MG) and "Stand-In" (Par), \$9,500, good.

Orpheum (Publix-Singer) (2,890; 25-35-55)—"Life Begins at College" (20th) and "Play Girls" unit show. Picture entirely responsible, stage show doesn't mean a thing. Ritzes real draws here now and the fans like it. Last week, "Life Begins at College" (20th) and "Play Girls" (20th), \$7,500, good.

State (Publix-Singer) (2,300; 25-35-55)—"Stage Door" (RKO) (2d week). Moved here from the Minnesota where it finished strong, word-of-mouth keeping ball rolling for nice \$7,000 on second week. Last week, "Stage Door" (RKO) (Col) (2d week), \$7,500, fine, following corking \$13,500 first week at Orpheum.

Time (Berger) (900; 15-25)—"King Solomon" (GB) (2d run). Mild \$600 in prospect. Last week, "Captain Black" (RKO), \$1,000, good.

Uptown (Publix) (1,200; 25-35)—"Double or Nothing" (Par). First nabe showing, fair \$2,800 indicated. Last week, "Broadway Melody" (MG), \$3,200, good.

World (Steffens) (350; 25-35-40-55)—"100 Men and Girl" (U) (4th week). Second week at this house after two big weeks at Century, looks good \$2,200. Last week \$2,400.

NEW PAR POSTS ABROAD
Louis Folds, recently in charge of the Paramount branch at Batavia, Java, has returned to his former sales ground, Hungary, as district manager over that country, Roumania and Bulgaria.

A. Lichtschendi, at Vienna, now has charge of a district embracing Austria, Jugo-Slavia and Greece.

"Lancer Spy" (20th); very good, 9 days, \$3,000.

"Stuart" (LTC) (1,900; 10-25-40)—"Zenda" (UA). Has fancy probability, what with the romancy schoolmarm heads with an acting light \$700 and Last week "Double or Nothing" (Par) went very well, \$3,500.

"Varsity" (Westland) (1,100; 10-15)—"Sing While You're Able" (Indie) and "Live Dangerously" (20th) split with "10th Man" (GB) and "One Man Justice" (Col). So-so, \$1,000. Last week \$1,100, all right, for "Life Begins at College" (20th) and "Lead" (Indie) split with "Hooded Horsemen" (GN).

'Alcatraz' Exploitation Aids To OK \$10,000 in Chi; 'Zola' at Pop Scale Big \$36,000, Eddie Cantor Sock \$22,000

Chicago, Nov. 2. Gander at the grosses of the current week's pictures proves once more (even though the local showmen seem to have forgotten it) that exploitation is something that aids the boxoffice, and that exploitation is a real and vital part of show business. For the first time in many months a picture got an exploitation break, and that flicker is heading into big, round-money figures.

Following a 10-day exploitation and advertising splurge, with great co-operation from the local papers, particularly 'Alcatraz Island' is shunting into the foremost part of the week's business at the Garrick. House has spent a little extra coin and stuck out a house-front that is bringing 'em in off the sidewalks.

While 'Alcatraz' is doing grand trade the big tempo of the session belongs rather to 'All Baba' which opened Saturday (30) and the Roosevelt. Looks cinch for fat take which will roll along for several weeks. Cantor strictly responsible for the trade, and that Cantor testimonial publicity wasn't bad, either.

State-Lake is another house which is getting the shekels currently. Largest, and with a considerable best ad campaign house has put on is really counting at the gate with Toby Wing on the stage and a regulation stage and screen setup. But that added exploitation wallop is counting.

Rest of the loop so-so, to brutal.

Estimates for This Week
Apollo (B&K) (1,800; 35-45-55-65-75)—'Zenda' (UA) third week, still along all right with a \$6,000 take. Last week 'Life Begins' (20th) turned in fair enough \$6,100 for its second loop start.

Chicago (B&K) (4,000; 35-55-75)—'Zola' (WB) and stage show. In here after short roadshow date at the Erlanger couple of weeks ago, good business though not the boxoffice sock expected for this one. Figured to build here in the nabes. Up to \$36,000, good. Last week 'Zenda' (UA) touched off a solid \$28,000 for its second week in the house.

Garrick (B&K) (800; 35-55-65-75)—'Alcatraz' (WB) Came with a flood of exploitation, and the results are showing at the wicket which whirled into the five-figure class with a mighty \$10,000. Last week 'Lancer Spy' (20th) fairish at \$5,100.

Oriental (B&K) (3,200; 35-55-75)—'Perfect Specimen' (WB) and 'Broadway Bandwagon' (WB) in stage. Agreeable take in the office, on a satisfactory bill \$24,000 grosser. Last week \$21,000 for 'Vogues' (UA).

Palace (B&K) (2,500; 35-55-65-75)—'There Goes Gracie' (WB) and Howard Bros. headlining on stage. Looks like the tearleader gross of the week, with the business falling off in the bad slide. Maybe \$20,000. Last week 'Fight for Your Lady' (RKO) only slightly better at \$18,000.

Roosevelt (B&K) (1,500; 35-55-65-75)—'All Baba' (20th). Only the smallness of the house holding down the gallop. Away with plenty of smoke and heading into great coin on the Cantor moniker at \$22,000. Last week 'Life Begins' (20th) on gross by number of kids, but excellent from that standpoint on \$14,000.

State-Lake (Jones) (2,700; 25-35-45-55)—'Man Who Cried Wolf' (UA) and vaude. Got away to a bang-up start this week, accountable primarily to bang-up publicity, exploitation and advertising. Upping to better than \$15,000, great stuff. Last week 'Council for Crime' (Col) okay \$13,300.

United Artists (B&K-UA) (1,700; 35-55-65-75)—'Bride Wore Red' (MG). Crawford got away nicely and set for good first week with a \$19,000 gross. Only drawback is the poor word-of-mouth. Last week 'Broadway Melody' (MG) finished up weakly at \$8,000.

BROOKLYN BIZ OKAY

'Good Earth', \$15,500—'Lost Horizon' 17½¢—Others Brisk

Brooklyn, Nov. 2. Biz continues on upgrade in the downtown sector of City of Churches. Weather brisk and several holdovers. 'Good Earth' second week at Loew's and 'Lost Horizon', second stanza at Fabian's Paramount.

Theatres getting some competition from Eagle and Madison. Strikers have been tying up traffic with live goats and reporters dressed up in monkey suits. Some picketing in front of Loew's big department store, also getting head of attention from downtown theatregoers.

Estimates for This Week
Albee (2,500; 25-35-55)—'Life Begins in College' (20th) and 'Hot

Water' (20th). Barging through with pleasant \$15,000. Last week, 'Wife, Doctor and Nurse' (20th) and 'Fit for a King' (20th) received good \$14,000.

Fox (4,000; 25-35-55)—'Alcatraz Island' (WB) and 'This Way, Please' (Par). Healthy \$15,000 in view. Last week, 'Back in Circulation' (WB) and 'Escape by Night' (20th) got a \$14,000.

Met (2,400; 25-35-55)—'Good Earth' (MG) (2d wk.) will derive very good \$15,500. Last week, pic got peachy \$18,000.

Paramount (4,000; 25-35-55)—'Lost Horizon' (Col) and 'Over the Hill' (WB) (2d wk.) anticipate pleasant \$17,500. Last week, \$25,000.

Strand (2,000; 25-35-55)—'Behind the Mike' (U) and 'Youth on Parade', dualers, will hit contented \$5,000. Last week, 'Council for Crime' (Col) and 'Thanks for Lining' (Indic) received satisfactory \$5,500.

CANTOR GOES TO TOWN IN BALTO, 7G

Baltimore, Nov. 2. 'All Baba' (20th) is going to town here in swell style, taxing the limited capacity of the New and banging out a key big profit maker \$25,000. Getting considerable night play for this house located in the heart of the downtown department store section, usually a mainline draw.

Considerable shuffling around of opening dates by deluxers has 'Vogues' set to make way Thurs. (4) for 'Double Wedding' after a mid six-day take of \$8,000.

Estimates for This Week
Century (Loew's-UA) (3,000; 15-25-35-45-55)—'Vogues' (UA). Rather mid going for this one with \$9,000 indicated for six days, expected more. Double Wedding (MG) set to open Thurs. (4) day ahead of regular schedule. Last week 'Bride Wore Red' (MG) so-so \$8,200.

Hippodrome (Rappaport) (2,200; 15-25-35-45-55-65)—'Stage Door' (RKO) (2nd wk.) Holding up in excellent style to \$12,500 after a very hey-hey town leader to \$17,700.

New (Mechanic) (1,400; 15-25-35-45-55)—'All Baba' (20th). Rolling up good profit, \$7,000. Will hold a second week. Double Wedding (MG) set to open Thurs. (4) day ahead of regular session to \$5,400, not up to other Temples.

Stanley (WB) (3,450; 15-25-35-45-55)—'All Baba' (20th). Opened yesterday (Mon) after 16 days of 'Zola' (WB) to an excellent total of \$26,000.

'Specimen', Michigan, Detroit Around 30G With Stoopnagle-Budd

Detroit, Nov. 2. Despite summery week-end, Wall St. jitters, grid games, et al., grosses figure to be okay in local spots currently. Coupla holdovers pulling total coin down considerable under previous week's bumper crop, but managers won't need crying towels yet.

With Fox holding 'Lost Horizon' for second stanza, Michigan's lineup of 'Perfect Specimen' (WB) Stoopnagle and Budd on stage should grab most of the extra dough.

Estimates for This Week
Adams (1,000; 25-40)—'Council for Crime' (Col) and 'King Solomon's Mines' (GB), dual. Around normal \$5,300. Slightly more at \$5,500 last stanza on 'Borneo' (20th) and 'Chet' (20th).

Fox (Indic) (5,000; 30-40-65)—'Lost Horizon' (Coy) and Eddie Peabody topping vaude. (2d wk.) Pop-price showing of Colman opus figured for two sessions, and didn't disappoint with terrific \$32,000 first stanza. Should get nice holdover \$18,000 this week.

United Artists (United Detroit) (2,000; 30-40-65)—'Emile Zola' (WB). Pop-price showing looks good for nice \$12,500, at rate which means at least second session. (UA) grabbed okay \$5,400, following big sessions of \$13,000 and \$7,000.

Michigan (United Detroit) (4,000; 30-40-65)—'Perfect Specimen' (FN) with Stoopnagle and Budd topping

vaude. Getting good play, \$30,000. Last week \$35,000 on 'Big City' (MG) and costly Fred Waring stage show. Fair State (2d wk.) (20th) (20th) (3,000; 25-40)—'West of Shanghai' (WB) plus 'Big Shot' (WB), dual. Anticipate possible \$8,000. Last stanza nice \$9,500 on 'High Wide and Handsome' (Par) (2d run) plus 'She's No Lady' (Par).

United Artists (United Detroit) (2,000; 30-40-65)—'Live, Love, and Learn' (MG) (2d wk.) will go to \$5,000, following okay \$7,200 last stanza. Will probably pull out Thursday (4).

'Life Begins at College' Tops in Denver, \$12,000; 'Heidi' Draws Holdover

Denver, Nov. 2. 'Life Begins in College' tops town helped by snappy stage show. Film 'Heidi' is only other film currently being held. Goes to Broadway after good week at Aladdin.

Estimates for This Week
Aladdin (Fox) (1,500; 25-40)—'Heidi' (20th), after a week at the Denver. Nice \$4,500. Last week 'Wife, Doctor and Nurse' (20th) was nice at \$4,000, and went to the Broadway. Had played a week at the Denver.

Broadway (Fox) (1,500; 25-40)—'Wife, Doctor and Nurse' (20th), after a week at the Denver. Nice \$4,500. Last week '100 Men and a Girl' (U) did a nice \$3,500, after a week at each the Denver and Aladdin.

Denham Cockhill (1,500; 25-35-40)—'Angel' (Par). Estimated at \$5,000. Last week 'Bulldog Drummond Comes Back' (Par) was backed by a stage show, but did not open.

Denver (Fox) (2,500; 25-35-50)—'Life Begins in College' (20th), and stage show. Strong \$12,000. Last week 'Heidi' (20th) stood them up repeatedly, but did not open. \$13,500, and went to the Aladdin.

Orpheum (RKO) (2,600; 25-35-40)—'Breakfast for Two' (RKO) and 'Bad Guy' (MG). Expected for \$7,500, rated fair. Last week 'The Bride Wore Red' (MG) and 'Big Shot' (RKO) did big business and finished with \$11,000. Holdover in balcony every night and for main floor Saturday and Sunday.

Paramount (Fox) (2,000; 25-40)—'Lancer Spy' (20th) and 'Hot Date' (20th). Fairish \$3,000. Last week 'Charlie Chan on Broadway' (20th) and 'It Happened in Hollywood' (Col) were good, \$4,000.

Rialto (Fox) (900; 25-40)—'100 Men and a Girl' (U), after a week at each the Denver, Aladdin and 'Bad Guy' (MG). Expected for \$7,500, rated fair. Last week 'The Bride Wore Red' (MG) and 'Big Shot' (RKO) did big business and finished with \$11,000. Holdover in balcony every night and for main floor Saturday and Sunday.

Liberty (J-VH) (1,900; 21-32-42)—'Dead End' (UA) in fourth week. Still energetic enough for \$4,000. Last week same film, \$5,200, big.

Musie Box (Hamrick-Evergreen) (900; 25-40)—'Life Begins in College' (20th) single bill, moved from 10 days at Paramount. Guesses run to \$2,900 or so, okay. Last week 'Emile Zola' (WB) 3rd week, \$3,100, good.

Orpheum (Hamrick - Evergreen) (2,700; 32-37-42)—'Big City' (MG) and 'Sophie Lang Goes West' (Par). Last week, six days, heading for \$4,500. Last week, same films, \$7,800.

Palomar (Sterling) (1,350; 16-27-37)—'Girl Said No' (GN) and vaude. Fairish \$3,500. Last week, 'Love Takes Flight' (GN) and 'Ted Mack Revue', \$4,700, big.

Paramount (Hamrick-Evergreen) (3,100; 32-37-42)—'Life of Party' (RKO) and 'Spices of 1938' on stage. Anticipate \$10,000. Last week 'Life Begins in College' (20th) and 'Flight From Glory' (RKO) dual, ten days, \$9,500.

Roosevelt (Sterling) (850; 21-32)—'Mystery Obsession' (U) and 'Blonde Trouble' (Par) dual. Expected to till \$2,600, okay. Last week 'Artists and Models' (Par) and 'Fifty Along Baby' (WB) dual, \$2,900.

Fifth Avenue (Hamrick-Evergreen) (2,400; 32-37-42)—'Stage Door' (RKO) single bill for a change. Indicates possible \$9,000, big. Last week 'High, Wide and Handsome' (Par) and 'She's No Lady' (Par) dual, \$7,000, fair.

B'way Spotty, 'Specimen' \$40,000, 'Victoria' \$85,000, Both Nice; Cantor 48G 2d, 'Earth'-Holtz 30G

Even with the added shot in the arm of Election Day yesterday (Tuesday), box office statements will show nothing startling with the current crop of pictures with the lone exception of 'Perfect Specimen'. This one opened strong at the Warner Strand and with yesterday's business bracer hits close to \$40,000 on its first week, going a second.

Another new picture benefiting from an election is Music Hall's 'The Great Dictator' (20th), about \$85,000 on the west is nothing to cable England about. This is just good and means no holdover for the British-made. 'The Awful Truth' moves in tomorrow (Thurs.).

Outside of 'West of Shanghai' (Criterion), 'Atlantic Flight' (Globe), 'Murder in Greenwich Village' (Rialto) and 'Criminals of the Air' (Central), none of which are prospering, the town is represented by holdovers. Best of latter, though not sturdy enough to go a third week, is 'All Baba Goes to Town' (RKO), which may nudge up to \$48,000, good but not enough to hold. This figure is correspondingly better than the \$52,500 scored the initial seven days.

'Souls at Sea' and Benny Meroff-Jane Froman combination at the Par on third (final) week fair profit at \$26,000 while around \$24,000 is okay for 'Double Wedding' at the Cap on its second (final) stanza. Holdover of 'Great Garrick' which closed last night (Tues.) at around \$10,000 proved it couldn't catch on. It got around \$17,000 on its first week, mediocre, and thus shouldn't have been held. 'Lancer Spy' opens at the Rialto (Wed.), with 'Lancer' and 'Tommy' Dorsey's orchestra against it at the Par, also opening today (Wed.).

About \$8,500 appears the mild start of 'The Great Dictator' at the Criterion, while brutal \$1,700 on four days is all that 'Atlantic Flight' totals up to at the Globe very bad. 'Some Blondes are Dangerous' (U) replaced last night (Tues.), 'Criminals in the Air' better at Harry Brandt's other house, Central, at \$5,000. Central, at the end of last night (Tues.), 'Renfrew of Royal Mounted' (GN) replaces today (Wed.).

'Murder in Greenwich Village', another 'B' brought to Broadway, looks about \$7,200 at the Rialto, fair. 'Lou Holtz is Aiding 'Good Earth' (WB) (2d wk.)

At the State after picture's long \$2 Astor run and three recent weeks at the Capitol. House may hit \$30,000 with the 'Earth-Holtz' combination, very nice. Palace is also up this week, looking an easy \$10,000 with two second-runs, 'Wife, Dr. and Nurse' and 'Life of Party'. House usually sticks a first run in with other pictures.

'Firefly' closed an eight weeks' engagement at the Astor Sunday night (21), getting \$5,400 on final seven days. Zola, at the Hollywood 11 weeks now, is throwing in the sponge Saturday night (6). It goes over handsome money-maker for WB and it not obtained by the Music Hall, reported anxious for it, will shortly move down to the Strand on pop first run.

'Perfect Specimen' reopens the Astor Tuesday night (9). Sam Goldwyn has taken the house and tickets went on sale Monday (1).

Estimates for This Week
Astor (1,012; 35-\$110-\$165-\$220)—'Hurricane' (Goldwyn-UA). Reights house Tuesday night (9) on a daily run. 'Firefly' (MG) a disappointment as a roadshow, called it quits Sunday night (31) after eight weeks. Last week it went out last night (Tues.) at \$5,000, mild, and is replaced today (Wed.) by 'Renfrew of Royal Mounted' (GN). In ahead 'Bulldog Drummond' (GN) (B&K) jerked after 3½ days at brutal \$1,900.

Criterion (1,082; 25-40-55)—'West of Shanghai' (WB). May get to \$8,500 with Election Day, but disappointing. Last week around \$9,000, just fair, chalked up by 'Music for Madame' (MG) (2d wk.).

Atlantic (1,274; 25-55-65-75)—'Atlantic Flight' (Mono). Never got started and on four days, ending last night (Tues.) only \$1,700. 'Some Blondes are Dangerous' (U) replaced last week. 'Lancer Spy' (MG) fell to under \$5,000 week.

Hollywood (1,454; 55-85-\$110-\$165-\$220)—'Zola' (WB) (12th-final stanza). Last week suffered a bit around \$10,000, as to be expected, and closes Saturday night (6) after a highly profitable engagement of 12 weeks. House goes dark.

Palace (1,000; 25-35-55)—'Wife, Dr.' (20th) and 'Life of Party' (RKO), both second run, duals. Business perks a bit this week, \$10,000 or better, good. Last week suffered \$8,500 was brought in by 'Back in Circulation' (WB) (2d run) and 'Something to Sing About' (GN) (2d run), just fair.

Paramount (3,684; 25-55-75-85-99)—'Souls at Sea' (Par) and Benny Meroff band, plus Jane Froman (3d wk.) at \$26,000 on third week ending last night (Tues.). Last week, second stanza was \$32,000, the first \$43,500. 'Ansel' (Par), plus 'Tommy' Dorsey's orchestra, is the new show. 'Lancer Spy' (MG) at Radio City Music Hall (5,980; 40-60-85-\$165)—'Victoria the Great' (RKO) and stage show. A one-weeker. Last week started with \$8,500 was brought in by 'Back in Circulation' (WB) (2d run) and 'Something to Sing About' (GN) (2d run), just fair.

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Cantor's \$19,000, Errol Flynn's \$8,500 Highlight Frisco; 'Truth' \$12,000, 2d

San Francisco, Nov. 2. Biz has shifted to the upper end of Market street this week where Eddie Cantor is playing at the big Fox in his satire on the New Deal, 'Ali Baba Goes to Town', and Irene Dunne is holding over at the Orpheum in 'The Awful Truth'. Cantor, who is a big favorite here, is a hit in his new picture which is generally regarded as the best in a long, long time. Although it opened on the night of the special broadcast commemorating Cantor's 25 years in show biz, which kept thousands of Cantor fans home to hear the Cantor tribute, 'Ali Baba' started off at a good clip.

Estimates for This Week
Embassy (Cohen) (1,512; 35-55-75) —'Elephant Boy' (Lobby) and 'Dark Journey' (UA). Although biz has been spotty elsewhere on Korda's 'Elephant Boy' reception to the filmization of the Kipling story has been excellent at the Embassy. Herman Cohen did something different but dangerous this week in throwing all of his Embassy advertising to the News which has a big circulation in the Mission District where most of the laboring class lives. Working with a limited advertising budget, Cohen decided on the policy of concentrating on the News which has a big labor circulation. So far the other dailies haven't kicked about the yanking of ad. Look to a good \$6,500, which means that the bill will be held a second week. Last week (2nd) 'Dead End' (UA) folded to fairish \$4,500.

Fox (F-WC) (5,000; 35-55-75) —'Ali Baba Goes to Town' (20th) and 'Dangerously Yours' (20th). New Cantor musical looks like a good good. Last week 'Perfect Specimen' (WB) and 'Hold 'Em Navy' (Par) did \$15,000.

Golden Gate (RKO) (2,850; 35-55-75) —'Breakfast for Three' (RKO) and 'Big Apple' on the stage. Barbara Stanwyck has perked up a bit as a draw since the release of 'Stella Dallas', which was a big hit here. The neighborhood gross is \$15,000 for the week. Last week (3d) 'Stage Door' (RKO) closed to swell \$11,000.

Orpheum (F&M) (2,440; 35-55-75) —'Awful Truth' (20th) and 'Who Cried Wolf' (U) (2d week). Columbia has a real winner. Second week should see a great \$12,000. Last week terrific \$10,000.

Paramount (F-WC) (2,740; 35-55-75) —'Perfect Specimen' (WB) and 'Hold 'Em Navy' (Par) (2d week). Girls are getting fan-gal. Errol Flynn who seems to have what gets the femmes. Biz on the initial stanza of this pair at the Fox last week sufficiently good to warrant the move-over to Paramount where it should do around \$8,500. Last week 'Live, Love and Learn' (MG) and 'West of Shanghai' (WB) did \$12,000.

St. Francis (F-WC) (1,470; 35-55-75) —'Double Wedding' (MG) and 'On Such a Night' (Par) (3d week). After two solid weeks at the West Coast offices moved this bill into the St. Francis for a third and final stint on Market street which should net a good \$8,000. Last week (2d) 'Heidi' (20th) and 'Danger Love at Work' (20th) did \$5,500.

United Artists (Cohen) (1,200; 35-55-75) —'Dead End' (UA) (2d week). Will be the first week that 'Dead End' will go it alone on Market street. The first two stanzas of 'Dead End's' engagement here had it playing day and date with the Embassy which is less than a block away. Draw this week should be in the neighborhood of \$7,500. Last week did \$7,500, v. g.

Warfield (F-WC) (2,680; 35-55-75) —'Something to Sing About' (GN) and 'Buildup Drummond Comes Back' (Par). Interviewer Cagney is waning because of the long waits between pictures. Theatre is playing down the fact that Cagney is a song and dance boy in this one. Expect to do an average \$14,000. Last week (2d) 'Double Wedding' (MG) and 'On Such a Night' (Par), big \$11,500.

'Ali Baba' Tops Montreal With \$12,000; 'College' 8G

Montreal, Nov. 2. 'Ali Baba' at Palace will get the b.o. call currently with a fine \$12,000 packed house. 'College' (20th) two hold-overs, one '100 Men and a Girl', in its 5th week, will help Palace gross.

Estimates for This Week
His Majesty's (CT) (1,600; 50-75-11) —'Dark' currently. Second week of 'Victoria the Great' (RKO-Prish) was down at \$9,000. Last week, 'Palace' (CT) (2,700; 50) —'Ali Baba Goes to Town' (20th). Turn-around biz week-end points to \$12,000, very good. Last week 'High, Wide and Handsome' (Par) started well but faded towards end of week for fair \$7,000.

Capital (CT) (2,700; 50) —'Double Wedding' (MG) and 'London by Night' (MG). Is playing fair play and may gross \$7,500, good. Last

week 'The Bride Wore Red' (MG) and 'My Dear Miss Aldrich' (MG) fair \$6,500.

Loew's (M.T.C.) (3,200; 50) —'100 Men and a Girl' (U) and 'Love in a Bungalow' (Emp) 5th week. Pointing to a good \$5,000 after a good \$6,000 last week.

Princess (CT) (2,300; 50) —'Life Begins at College' (20th) and 'Charlie Chan on Broadway' (20th) 2nd week. Likely to gross very good \$6,500, after excellent \$8,000 last week.

St. Denis (France-Film) (600; 50) —'Le Messager' 2nd week. Liable to beat average currently at \$1,800 after rather disappointing \$1,500 last week.

St. Denis (France-Film) (600; 50) —'L'Homme a Abattre' and 'Trois-Six-Neuf'. House always full which should give \$7,000, very good after on-out same figure for last week's 'Gribouille' and 'L'Amour Veille'.

CANTOR, \$13,500, LEADS CINCY

Cincinnati, Nov. 2. Spotty biz for pic parlors this week, take in the main stacking up okay, yet a drop from last week. Trade Saturday (30) night took a terrible trimming due to the burg's usual custom of celebrating 'Hallow-een' on a wild and wooly scale. Costumed natives by the thousands swarmed downtown district and put on their own free show in front of theatres.

Currently 'Ali Baba Goes to Town' is the till top, ringing up \$13,500 for the Albee. 'High, Wide and Handsome' at the Palace is ticketed for \$11,500. Only other fresh release, 'Music for Madame', is hitting a season's low for the Lyric at \$1,800. It will be yanked after six days.

Estimates for This Week
Albee (RKO) (3,300; 35-42) —'Ali Baba Goes to Town' (20th). Okay, \$13,500. Last week, Double or Nothing (Par), \$14,500.

Capital (RKO) (2,000; 35-42) —'Double or Nothing' (Par). Moved over from Albee for second week. All right \$8,500. Last week, 'Double Wedding' (MG) (2d wk.), \$6,500, great.

Family (RKO) (1,000; 15-25) —'Smoke Tree Range' (U), 40 Naughty Girls' (RKO), 'Wives on Honolulu' (U), separate, Big, \$2,500. Last week, 'London by Night' (MG), 'Flight from Glory' (RKO), 'Midnight Madness' (Par), single, \$2,400.

Grand (RKO) (1,200; 25-40) —'Double Wedding' (MG), third down town week; nice, \$3,500. Last week, 'Ice' (20th) (5th wk.), \$3,500, whom.

Keith's (Libson) (1,500; 25-40) —'Heidi' (20th). Transferred from Albee (RKO) (2,000; 35-42) —'Double or Nothing' (Par). Moved over from Albee for second week. All right \$8,500. Last week, 'Double Wedding' (MG) (2d wk.), \$6,500, great.

Family (RKO) (1,000; 15-25) —'Smoke Tree Range' (U), 40 Naughty Girls' (RKO), 'Wives on Honolulu' (U), separate, Big, \$2,500. Last week, 'London by Night' (MG), 'Flight from Glory' (RKO), 'Midnight Madness' (Par), single, \$2,400.

Grand (RKO) (1,200; 25-40) —'Double Wedding' (MG), third down town week; nice, \$3,500. Last week, 'Ice' (20th) (5th wk.), \$3,500, whom.

Keith's (Libson) (1,500; 25-40) —'Heidi' (20th). Transferred from Albee (RKO) (2,000; 35-42) —'Double or Nothing' (Par). Moved over from Albee for second week. All right \$8,500. Last week, 'Double Wedding' (MG) (2d wk.), \$6,500, great.

Palace for eight-day stay. Big, \$6,000. Last week, 'Madame X' (MG), six days, \$2,800, but \$2,500, good.

Loew's (M.T.C.) (3,200; 50) —'100 Men and a Girl' (U) and 'Love in a Bungalow' (Emp) 5th week. Pointing to a good \$5,000 after a good \$6,000 last week.

Princess (CT) (2,300; 50) —'Life Begins at College' (20th) and 'Charlie Chan on Broadway' (20th) 2nd week. Likely to gross very good \$6,500, after excellent \$8,000 last week.

St. Denis (France-Film) (600; 50) —'Le Messager' 2nd week. Liable to beat average currently at \$1,800 after rather disappointing \$1,500 last week.

St. Denis (France-Film) (600; 50) —'L'Homme a Abattre' and 'Trois-Six-Neuf'. House always full which should give \$7,000, very good after on-out same figure for last week's 'Gribouille' and 'L'Amour Veille'.

'ZENDA,' 15G IN BUFFALO

Buffalo, Nov. 2. Business is high-low here this week with evidence of some recession in various quarters. Century looks back to normal after three weeks of top business in which the gross overshot \$10,000. All current figures elsewhere are about evenly divided between good and average takings.

Estimates for This Week
Buffalo (Shea) (3,600; 35-40-60) —'Prisoner of Zenda' (UA). Rolling along slightly under past week's figure and should better \$15,000. Good. Last week 'Stage Door' (RKO), pulled up strong at the end of the run and came in with fine \$17,300.

Century (Shea) (3,400; 25-35) —'Chan on Broadway' (20th) and 'Borneo' (20th). This week's figures look more normal but still represent good takings. Over \$7,500. Last week 'Back in Circulation' (WB) and 'Mr. Dodd Takes the Air' (WB), continued in the high brackets for \$10,200.

Great Lakes (Shea) (3,400; 35-50) —'All Baba' (20th). Under the wire to big figures and should shoot over \$12,000. Last week 'High, Wide and Handsome' (Par), about as estimated. Nice \$9,600.

Hip (Shea) (2,400; 30-50) —'Ansel' (Par). Not doing what it should. Looks around past week's figure. Last week 'Live, Love and Learn' (MG), plenty off to very bad \$5,300.

Lafayette (Ind.) (3,400; 25-35) —'100 Men and Girl' (U) (2nd week). Holding up in good shape for nice \$9,000. Last week, up to anticipation and better. Fine and nearly \$13,000.

'HEIDI' \$18,500 FAIR IN D.C.; 'PERFECT' 18G

Washington, Nov. 2. Except for a repeat which is cleaning up, the tops this week are only fair, the also-rans are brutal and the week's total take will be miserable. Even the four midnights shows run on Halloween (Sat.) flopped, with even streets quiet. No movie seems to have an answer except the celluloid 'If It Rains There is in town, usually finds enough regular-patron buyers to keep over-all gross up.

Repeat which is cleaning the only real profit on the mainstem is day after a week at Earle. Keith's didn't even hope to keep 'Fit For A King' more than four days, having a second preview at the Lyric. The Great, with one-time pair, of Anna Nagle, for tonight (2) simultaneously

Better last turn with 'Danger-Love at Work' (20th) and Ted Lewis band. Lush \$22,700.

Loew's (M.T.C.) (3,200; 50) —'100 Men and a Girl' (U) and 'Love in a Bungalow' (Emp) 5th week. Pointing to a good \$5,000 after a good \$6,000 last week.

'Double Wedding' Socko \$22,000 In Pitt; 'Specimen'-Berigan 20G

with breaking of Joe E. Brown opus copy.

Estimates for This Week
Capitol (Loew) (3,424; 35-66) —'Pett and Pett' (vauze). Salaci Puppets and Shirley Temple packing the mats and dying at night. Maybe fair \$18,500. Last week, 'Lancer Spy' (20th) and 'Hudson-DeLange Orch pitiful \$14,000, lowest in months.

Columbia (Loew) (1,585; 25-40) —'Bride Wore Red' (MG) (2d run). Back on mainstem after two oke weeks at Palace and may see fair \$3,500 for six days. Last week, 'Life Begins in College' (20th) (2d run), oke \$5,000.

Earle (WB) (2,244; 35-66) —'Perfect Specimen' (WB) and 'vaude. Block and Sully heading amusing stage bill, but won't better oke \$18,000. Last week, 'Awful Truth' (Par) mopped up with big \$22,500.

Keith's (RKO) (1,890; 35-55) —'Fit For A King' (RKO). Booked in for only four days and lucky to get week \$2,500. Last week, 'Fight for Your Lady' (RKO), died with light \$5,000.

Met (WB) (1,835; 25-40) —'Awful Truth' (Par) (2d run). Looks like smash \$8,500. Last week, 'Life of Zola' (WB) (2d run) stood up to good \$8,000.

Palace (Loew) (2,363; 35-55) —'Zenda' (UA) (2d week). Oke \$9,000. Last week same pic o.k. \$17,000.

'ZENDA' \$33,000 IN 2 HUB SPOTS

Boston, Nov. 2. 'Zenda' on dual bill at the Orph and State is leading the town by a mile. Combination of 'Breakfast for Two' and 'Lancer Spy' not enough to hold over at the Memorial, but otherwise the Hub is tepid this week.

'Angel', with stage show headed by Jimmy Savo and Helen Morgan, mid at the Met.

Estimates for This Week
Boston (RKO) (3,000; 35-55-75) —'Fight for Lady' (RKO) with Morton Downey Jr. (20th) and 'Hitting the Medium' (17,000). Last week off to \$14,500 for 'Counsel for Crime' (Col) and stage show with Vince Barnett and Jack LaRue.

Sealy (M&P) (1,400; 25-35-40-50) —'Zola' (WB) (2d run) and 'Over the Goal' (WB) (1st run), dual. Little better than average after big pop price week at Met. Will hit around \$6,000. Last week, 'Oke \$6,000 for 'Life Begins at College' (20th) and 'Sophie Lang' (Par), dual, holding over.

Sub (GN) (930; 20-30-40) —'Sea Racketeers' (Rep) and 'Boots and Saddles' (Rep), double. Satisfactory \$8,000 on the way. Last week disappointing \$4,000 for 'Trapped by G-Men' (Col) and 'Life Begins with Love' (Col), double.

Keith Memorial (RKO) (2,900; 25-40-55) —'Breakfast for Two' (RKO) and 'Lancer Spy' (WB) (1st run), dual. Holding over after big \$21,000, good. Second stanza looks like \$13,000, good.

Metropolitan (M&P) (4,300; 35-55-75) —'Double or Nothing' (Par), topped by Helen Morgan and Jimmy Savo. Looks no more than \$18,000. Last week 'Heidi' (20th) and stage show okay \$20,000.

Orpheum (Loew) (2,900; 25-35-40-50) —'Zenda' (UA) and 'League of Frightened Men' (Col), dual. Smash \$18,000. Last week 'Bride Wore Red' (MG) and 'Miss Aldrich' (MG), double, whammed in big \$17,600.

Paramount (M&P) (1,800; 25-35-55) —'Zola' (WB) (2d run) and 'Over the Goal' (WB) (1st run), dual. Doing right at \$3,000 gain. Last week okay \$9,500 for 'Life Begins in College' (20th) and 'Sophie Lang' (Par), dual, hold-over.

Sealy (GN) (2,700; 25-35-40-50) —'High, Wide and Handsome' (Par) and 'Life Begins in College' (20th) (both 2d run), dual. Very good \$8,500 pace. Last week okay \$7,200 for 'Double or Nothing' (Par) and 'They Won't Forget' (WB) (2nd run), dual.

State (Loew) (3,300; 25-35-40-50) —'Zola' (WB) (2d run) and 'Over the Goal' (WB) (1st run), dual. Very big \$15,000 promised. Last week smash \$15,400 for 'Bride Wore Red' (MG) and 'Miss Aldrich' (MG), double, whammed in big \$17,600.

Paramount (M&P) (1,800; 25-35-55) —'Zola' (WB) (2d run) and 'Over the Goal' (WB) (1st run), dual. Doing right at \$3,000 gain. Last week okay \$9,500 for 'Life Begins in College' (20th) and 'Sophie Lang' (Par), dual, hold-over.

Sealy (GN) (2,700; 25-35-40-50) —'High, Wide and Handsome' (Par) and 'Life Begins in College' (20th) (both 2d run), dual. Very good \$8,500 pace. Last week okay \$7,200 for 'Double or Nothing' (Par) and 'They Won't Forget' (WB) (2nd run), dual.

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Paramount (M&P) (1,800; 25-35-55) —'Zola' (WB) (2d run) and 'Over the Goal' (WB) (1st run), dual. Doing right at \$3,000 gain. Last week okay \$9,500 for 'Life Begins in College' (20th) and 'Sophie Lang' (Par), dual, hold-over.

Sealy (GN) (2,700; 25-35-40-50) —'High, Wide and Handsome' (Par) and 'Life Begins in College' (20th) (both 2d run), dual. Very good \$8,500 pace. Last week okay \$7,200 for 'Double or Nothing' (Par) and 'They Won't Forget' (WB) (2nd run), dual.

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Paramount (M&P) (1,800; 25-35-55) —'Zola' (WB) (2d run) and 'Over the Goal' (WB) (1st run), dual. Doing right at \$3,000 gain. Last week okay \$9,500 for 'Life Begins in College' (20th) and 'Sophie Lang' (Par), dual, hold-over.

Sealy (GN) (2,700; 25-35-40-50) —'High, Wide and Handsome' (Par) and 'Life Begins in College' (20th) (both 2d run), dual. Very good \$8,500 pace. Last week okay \$7,200 for 'Double or Nothing' (Par) and 'They Won't Forget' (WB) (2nd run), dual.

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State (Loew) (3,300; 25-35-40-50) —'Zola' (WB) (2d run) and 'Over the Goal' (WB) (1st run), dual. Very big \$15,000 promised. Last week smash \$15,400 for 'Bride Wore Red' (MG) and 'Miss Aldrich' (MG), double, whammed in big \$17,600.

Paramount (M&P) (1,800; 25-35-5

QUOTA NEEDS CLARIFYING

'Susannah and the Elders' Alone Looks Good of London's New Crop

London, Nov. 2.
'Rendezvous,' light continental comedy, opened at the Arts theatre (31). Not particularly original but an amusing trifle, well played. Not strong enough for present day commercial demand.

'Susannah and the Elders,' James Bridle's latest, premiered at the York (31). Play was well received and will probably make the grade of commercial presentation.

'Unquiet Spirit,' at the Gate theatre (28), adapted from the French, is very subtle psychology which makes it an artistic success. However, there is little commercial value.

'Chu the Sinner,' English translation from the German of a Chinese theme, was an unimpressive opening at the Embassy (28). It's unlikely that play will transfer to the West End.

'Yes and No' bowed in at the Ambassador (26) and does not look to stay. Plot of the reminiscent 'eyes of youth' is played as a comedy.

'Punch and Judy' closed at the Vaudeville theatre (30) after seven days.

'Old Music' also shuttered (30) after 11 weeks on the boards.

'Blondie White' also swansonged (31) after 18 days.

British Newsreels Deny Ulterior Idea In Forming an Ass'n

London, Oct. 26.
Four local newsreel units—Movietone, Gaumont-British, Pathe and Universal—have now formed their News Reel Association, with the object, they say, of co-ordinating on news covering, seeking facilities for official filming (as at the coronation) et al. There's no hidden motive, they declare, and no financial tie-up; generally circulated yarn, however, sees original interpretation of the setup as a desire to freeze out the National News unit, which may come back into circulation after a false start.

Paramount News is not affiliated with the new organization.

National News, meanwhile, likely to come back with a special Armistice day version, event usually cornering complete space in the reels.

German Film Attendance Up, but Biz in the Red

Though attendance at motion picture theatres of Germany set a high record in 1936-37, production division of the industry still remained in the red, according to information received by U. S. Department of Commerce from Berlin.

Slump in amount paid for rentals on foreign films (pictures brought into Germany) was shown in same report to be tied up rather definitely to the number of productions approved by the board of censors. It is this censorship restriction, rather than any quota law, that has hurt the U. S. distribution biz in Germany in recent years, N. Y. industry leaders say.

Figures sent to U. S. Commerce officials show that of 106 films passed in the first eight months this year, 56 were of German origin; 30 came from U. S.; 7 from Austria; 6 from France; and 2 from England.

This heavy arm of censorship also turns up in production deficit figures. Total film rents increased in 1936-37 period as against 1935-36, but rentals for foreign pictures were nearly half as small as compared with 1935-36.

'LIGHTS OUT' ON

Hollywood, Nov. 2.
'Lights Out' went into production at RKO last week, Cliff Reid producing and Lew Landers directing.

Cast toppers include Lee Tracy, Joan Woodbury and Lee Patrick.

QUOTA'S IFS AND BUTS

Conjecture Over Credits on Low-Cost Quickies

London, Nov. 2.
Conjecture here on the new Quota Bill is over what will be done regarding certain ifs and buts surrounding productions made for less than the present \$5 per foot, or \$37,500 total labor cost minimum. It is certain to require straightening out because, as now listed, a picture not reaching the minimum sum for labor expenditures may apply for registration for a distributors' quota on the ground that the film has special entertainment value.

Obviously, the minimum on labor costs to make up one quota was designed to halt worthless quota quickies. Not only have framers of the White Paper and the present bill been fully aware of this but they have indicated it in numerous ways. One, of course, is in offering additional quota picture credits if offered in labor costs per picture. But the vague wording on the special 'entertainment value' clause may prove a stumbling block if present minimum clause is judged sincere.

The amount of cost test, set forth in paragraph 6 of the White Paper, puts the minimum total cost at \$10 per foot of film or \$75,000 per film. Just how this affects the expenditures to secure quota picture credits, if at all, also is not exactly clear. It certainly does not enter in specifications on actual setting up for quota provisos, as subsequently outlined.

Union Cinema Employees Win Slight Wage Tilts

London, Oct. 19.
Concessions were won for employees by National Ass'n of Theatre Employees in negotiations with Union Cinemas over conditions of workers in South Wales theatres. Terms include pay increases ranging from 75c. to \$2.50 a week, 45-hour week for women staff, 8 hour cut in projectionists' working time, holidays with pay, extra pay for Saturday and holiday matinees, \$5 minimum for cleaners. Scales granted are higher than those prevalent in many union theatres where workers have raised agitation, though N.A.T.E. will likely extend campaign generally.

Labor in effect is winning all along the line in latest contacts with exhibitors, and has reached terms with four strong branches of Cinematograph Exhibits Ass'n standardizing conditions for all employees. Campaign derived great impetus from recommendation of C.E.A. Council that branches should be prepared to negotiate, otherwise they would be faced by Gov't inquiry into cinema conditions, often alleged to be among worst for any industry in U. K.

Maxwell and Quota

London, Nov. 2.
Position of John Maxwell, in connection with the Quota advisory committee, was raised in the House of Commons today when a member asked how many prosecutions there had been under the films act, and whether representative on the committee who had defaulted on various occasions would be disqualified from serving for that reason.

President of the board of trade said Associated British was the only major circuit that had so defaulted, but there was no clause in the constitution of the committee for disqualifying a member on such grounds. In any event, the present act ends next March when whole position would be revised.

It was suggested that Maxwell, as defaulter, was incompetent to advise the government on quota, but the president brushed aside the suggestion in his reply.

COST ANGLES, CREDIT RATING

Bill Figured Better Than White Paper, but Hoped It Would Allow for Big Budget Pix, Labor Charges

U. S. DISAPPOINTED

London, Nov. 2.
New bill on quotas, while being more elastic than expected and following all essential proposals of the White Paper, needs further clarification on several angles, especially regarding minimum quota for one picture and provision for productions that U. S. companies may make here that cost \$500,000 or more. That is the consensus of opinion among American film officials. Understood that the flexibility of certain proposals pleases certain U. S. executives but it is viewed as extremely complicated in several aspects.

The bill, which as now constituted reads like a replica of the White Paper, came up first last week and has been referred back to the committee room. It is expected to be brought up for second reading Thursday (4). After again returning to the committee, bill will come up in Parliament in open hearing about the middle of this month.

Text of the bill confines its wording largely to matters of procedure and administration, with quota provisos reading like the summary of proposals listed near the conclusion of the White Paper. The Board of Trade has the power to revise schedules to distributors in 1939 and 1940 and also to alter percentages within minimums indicated, with Parliament's approval. Distributors first-quota is 15% and increases to 20% on April 1, 1939. Distributor quota then goes to 22½% in 1940; to 25% in 1942, 27½% in 1944, and 30% in 1946. Theatre quota for final year of existing act, which expires in September, 1938, is reduced from 20% to 15%.

Trade Board's Powers

The board of trade has power to change the labor cost provisions at any time with the Parliament's approval as well as the amount payable for foreign rights under the reciprocity provision.

While a slight move towards encouraging worthwhile productions on English soil by American producers is seen in the labor cost proviso which gives \$112,500 production credit for two quota films to distributors, no mention is made of more costly features or a sliding scale that might give U. S. producers a break in quota credits. Acquisition of foreign rights by an American company on a British film for not less than \$100,000 counts for one on the quota but is applicable only on half of quota requirements. This follows the outline of the White Bill.

Blind and advance booking restrictions remain as before but they now include a clause invalidating all contracts that are made in violation of same. They also require a statutory declaration that no such contracts have been made before films in question can be registered.

Reported that there is a move afoot to give wider discretionary powers to the advisory committee. Understanding is that U. S. picture companies are opposed to the establishment of an advisory committee as currently outlined, with indications that English exhibitors also will fight it. American representatives probably will confer before the bill comes up again Nov. 4.

American Attitude

Bill proposed to regulate quotas brought out in London last week followed closely, the outline of the White Paper, presented by the Board

Hutchinson, Back in America, Admits His Failure as Mediator Of Hoyts-G.U.T. Split; Schism 100%

New Group to Operate Cinemas in So. Africa

Capetown, Oct. 22.
New opposition looms for African Consolidated Theatres (Schlesinger), Associated Films, Ltd., with \$125,000 capital, has filed registration at the government offices in Pretoria. New group comprises a number of independent cinema owners.

Directors claim to have no connection with any other company in South Africa. They state that contracts have been signed with American producers for product, some of which is now on the way to this country.

Cinemas and cinema cafes will be opened throughout South Africa, according to contemplated plan.

of Trade, as had been anticipated by picture company executives in N.Y., but was disappointing in several respects, especially in its failure to allow higher quota credit for costly films (productions costing around \$500,000 or more). U. S. film companies hope that expensive pictures in the \$400,000-\$500,000 bracket will be given higher quota credit than presently provided. The bill now gives credit for two quota pictures when labor costs are \$112,500 or greater, as against the \$37,500 minimum amount in labor costs to obtain one quota picture credit.

Belief with officials here is that if allowance for three, four or five quota films is not allowed on an expenditure of \$400,000 to \$500,000 or more on a single production it will keep down the quality of American-made features in England. Attitude now is that budgeting productions for more than \$250,000 minimum for two pictures in new bill is \$112,500 in labor cost, with this estimated at one-half of total outlay) will be unlikely if the elaborate production is so handicapped.

Some producers feel that if the minimum labor costs are fixed at \$37,500 for one quota credit, a film representing \$112,500, or three times that minimum, should get three quota picture credits. At least there is a growing conviction that a labor expenditure of \$112,500 should represent more than only two film quota credits. Idea of tripling labor expenditures and only getting twice as many quota films does not represent a fair sliding scale upwards, in their opinion.

'Labor Costs' Angles

There is an increasing belief, too, that more specific clarification is needed on the meaning of 'labor costs.' Thus far it is roughly placed as being an estimated one-half of the total cost for a production. But it now permits leeway for certain interpretations. Labor costs might well be far in excess of the one-half basic idea in any way used, with no provision made for crediting the outside producer in the quota setup as now arranged.

Thus a film in England made by a U. S. producer might represent an expenditure of \$200,000 for labor and only \$100,000 for other costs, yet only two quota pictures would be allowed. In contrast, another film might show only \$125,000 for labor costs and \$150,000 for other budgeted items, yet the same two-film quota alone would be permitted.

Right of the board of trade to vary labor costs and the amount payable for foreign rights under the reciprocity provision is viewed as a stipulation to protect British film interests at all times, as varying conditions arise.

Many U. S. picture leaders are hopeful that the advisory committee will be abandoned as unwise. They understand there is concerted opposition to this also in England.

Hollywood, Nov. 2.
On arrival here from Sydney, Walter Hutchinson, foreign manager of 20th Century-Fox, admitted that there was little hope of Hoyts and Greater Union Theatres getting together for continuance of theatre booking and an operation deal in the Antipodes, that has long been hanging fire.

It was apparent for some time that the arrangement would not be received when it expires on Dec. 31, but Hoyts and 20th-Fox, which hold the majority stock in Hoyts, tried to keep the deal in operation. Virtual control of Aussie film houses is vested in the two chains.

The failure of the twain to get together after five years of mutual operation as General Theatres is held responsible for Albert Doyle cutting loose from Greater Union. Norman Rydge announced, after moving into spot vacated by Doyle, that under no circumstances would the deal be reheated which state-ment sped Hutchinson to Sydney in the role of a souter, to attempt a patchup. He has admitted since that nothing can be done to heal the breach, and states that the two chains will resume solo operations from the first of the year on.

Hutchinson says that Hoyts has Australia practically tied up on product and has things its own way. His contention is borne out by the fact that Hoyts has most of the U.S. product under booking.

Greater Union, somewhere, sees an angle for obtaining pictures and getting out of its difficulties, and has stated that it will get major product, or else.

Informed circles down under are keeping close tabs on the situation and can't fathom where one chain can monopolize major product in its country's imports to the exclusion of a rival circuit. Such contention is considered not far amiss as Greater Union has powerful allies and strong government backing.

'Black Legion' Gets Good Bally Break On Paris Release

Paris, Oct. 22.
Warners' 'Black Legion,' originally banned here because of possible disturbance it might create, has finally been passed by the censors, just in time to permit film to cash in plenty on two front-page exploitation angles.

Arrest and exposure of Cagoulards, French terrorists, known as The Hooded Men, ties in perfectly with hood effect in Black Legion regalia. And pic, therefore, instead of being danger to government, now takes on aspect of pro-government expose of French as well as U. S. terrorists.

Other tie-up is the Justice Black controversy. Ever since last year here are carried into 'Black Legion' ads, in which film is subtitled 'Ku Klux Klan.'

'BIG APPLE' TAKES LONDON BY STORM

London, Nov. 2.
Louise Kline and Bill Ball opened with 'Big Apple' dance at Cochran's Supper Show, Trocadero restaurant, Nov. 1 and scored nearly a stunner likely to become a craze here due to ingenuity of Buchanan Taylor, who invited the press to private lessons after the show, where they were taught by a troupe headed by Americans, supported by entire chorus.

Originally diffident they warmed up.



BROADWAY'S THE

At the **HOLLYWOOD** (12th \$2-Top Week!)



PAUL MUNI "THE

(with Gale Sondergaard • Joseph Schildkraut • Gloria Holden • Donald

At the **RIVOLI**



BRIAN AHERNE, OLIVIA DE

(with Edward Everett Horton • Melville

At the **STRAND**



ERROL FLYNN "TH

(with JOAN BLONDELL • Hugh Herbert • Edward Everett

At the **CRITERION**



BORIS KARLOFF

(with Beverly Roberts • Ricardo Cortez • Luke Chan • R

FOUR SIMULTANEOUS 1st RUNS IN
VARIETIES OF WARNER BROS. HIT

Warner GREAT WHITE WAY!

LIFE OF EMILE ZOLA"

Crisp • Erin O'Brien-Moore • Henry O'Neill • Morris Carnovsky • Louis Calhern)

HAVILLAND "THE GREAT GARRICK"

Cooper • Lionel Atwill • Luis Alberni • Lana Turner • Marie Wilson)

E PERFECT SPECIMEN"

Horton • Dick Foran • Beverly Roberts • May Robson • Allen Jenkins)

"WEST OF SHANGHAI"

in
Chard Loo • Tetsu Komai • Gordon Oliver • Sheila Bromley • Vladimir Sokoloff)

NEW YORK!... FOUR DIFFERENT
S!... *EVERY ONE NOW AVAILABLE!*

have helped the picture. In completed form, its over-length will mil-

(WITH SONGS)

A more concise screen script from which extraneous subplots and over-the-top characterizations had been eliminated or condensed would

Jed Prouty and Spring Byington as Mr. and Mrs. Jones, are in top form. Cleverest performance by the youngsters is contributed by George Ernest, as the boyish newspaper publisher. Kenneth Howell is improved over previous efforts as the older son. June Carlson does well as the stage-struck miss. Other bright efforts are turned in by Shirley Deane, Florence Roberts, Joan Marsh, Willard Robertson, Bill Mahan and Russell Gleason. Wear-

Discussion

During the period of the French Revolution, the aristocracy of both England and France included a large percentage of fops. The only reason that could be accounted for the cast of the French Revolution was that the aristocratic performers was the Alexander Korda thought to secure the proper atmosphere with such a selection. It is not easy to imagine anyway, why Korda chose so old-fashioned a cast. The costumes, costumes and settings are artistic to an almost superlative degree, but it is asking too much of present-day film-goers to accept the disguises of the Scarlet Pimpernel as the French aristocracy of the 18th century, etc., no better does than mountebanks, etc., no better does than

REFERENCES

one of the actors, in fact, a collusion of the stress of the locale in which they were made. The cast is headed by names in the name part, and by comparison with Howard in the first of the series even Howard wasn't so good, in fact, can be accepted as the implausible created by Baroness Orczy. The matter of good acting, but can be singled from the —Hugh Miller, in the Despiere's secretary, with but scenes. Nothing forbids this teeth into; but genuine, a trouncing.

Hollywood Nov.

P.....Kenneth A
 me Valley.....James Fa
 th.....Chester
Evelyn Carri
Etta McD

ts-girl theme ever produced

BEHIND THE MIK
(WITH SONG)
universal production and release

story by Thomas Ahearn and V. R. Field; screenplay by Barry Tr

is heavily gagged comedy a radio and small-town broad serves to introduce Don W. Jack Benny radio program-mer, as a first-rate actor. His ample evidence of this department surroundings and an effort to ordinate him. 'Behind the M

Tom Keene is most satisfactory when he is galloping after the villain or swinging punches in his direction. He has plenty of this here; hence, he's better than usual. Betty

role, gives a well-restrained performance, being far more effective

Murder in Greenwich

features Richard Arlen and Fay Wray. Directed by William A. Wellman.

'Murder in Greenwich Village' is a good title. That the film itself doesn't live up to its expectation is chiefly

Although the opus classifies as a "whodunit," there is no corpse, no

with the victims of a writing job that's too much for them. Raymond Walburn has a fair assignment as a whacky model for Arlen, who is a photographer. Rest of the supporting cast is too vaguely defined on the screen to require much comment. Direction is pretty good, all things considered. Edna

20th Century-Fox release of Sol Lesser

Ballew may come out of it when the limbers up, but 'Western Gold'

CARNIVAL QUEEN

To the manager who wants to play the circus is in town," 'Carnival Queen' will allow him to use some of the 24-sheet tactics. 'Queen' will be found especially good for short

with a great deal of razzle dazzle and

[illegible]

THE FOUR HORSEMEN

MORE...

GIRLS YOU'LL ADORE!
TUNES YOU'LL HUM!
ROMANCE YOU'LL LOVE!
ACTION YOU'LL THRILL TO!



NEW UNIVERSAL

presents

A TEN-STAR FUN FROLIC
with

BERT LAHR · JIMMY
SAVO · BILLY HOUSE
ALICE BRADY
MISCHA AUER · JOY
HODGES · LOUISE
FAZENDA · JOHN KING
BARBARA READ
DAVE APOLLON
AND HIS ORCHESTRA IN

Screen Play by Monte Brice and A. Dorian Otvos

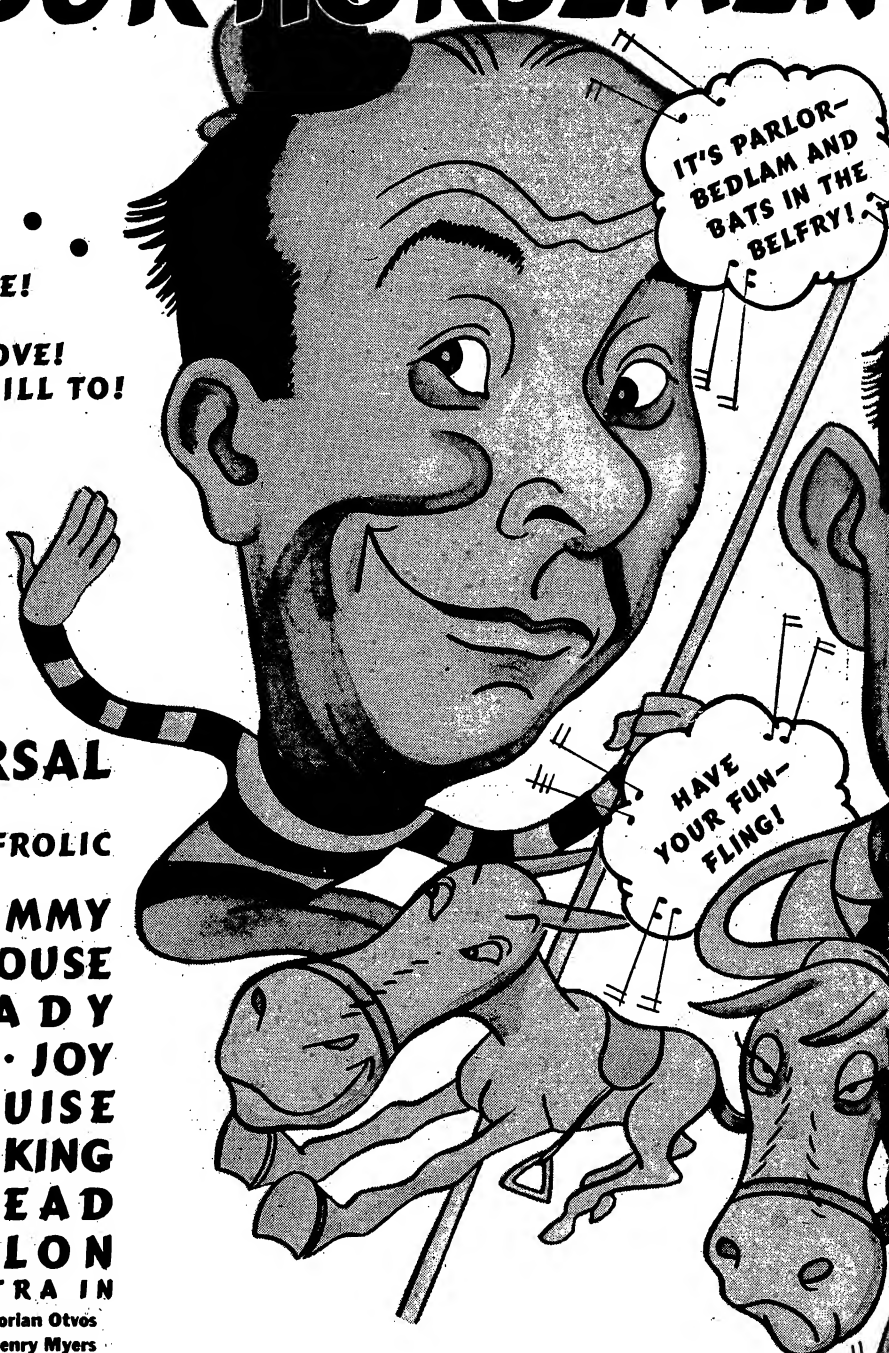
Original Story by Monte Brice and Henry Myers

Directed by Irving Cummings

MERRY-GO-ROUND OF 1938

PRODUCED BY B. G. DE SYLVA
CHARLES R. ROGERS

EXECUTIVE VICE-PRESIDENT IN CHARGE OF PRODUCTION



OF HILARITY...

ARE HERE TO MAKE THE COUNTRY

"SCREWY-CONSCIOUS!"



Advance Production Chart

Hollywood, Nov. 2.
Production activity at all major lots is lagging, with the seasonal output up to the needed figure to supply scheduled needs and the supply on hand in cutting rooms quite normal. Forty pictures are in production, with 73 in

the cutting rooms or awaiting previews.

With 136 pix already completed against a seasonal promise of 588, studios have shown about normal activity since beginning of 1937-38 season.

Columbia

Features	Number of Pix Promised	Number Completed	New Shooting	Now in Balance to Be Placed in Cutting Rooms	Stories in Preparation
Westerns	22	6	1	7	23
Total	52	10	5	9	38

Pictures now in the cutting rooms or awaiting previews are:
"TIL TAKE ROMANCE," produced by Everett Riskin; directed by Edward H. Griffith; photographed by Lucien Andriot; no writing credits announced as yet. Cast: George Moore, Melvyn Douglas, Stuart Erwin, Anne Berninger, Helen Westley, Richard Carle, Walter Kingsford.
"ALL AMERICAN SWEETHEART," produced by Wallace MacDonald for Irving Briskin unit; directed by Lambert Hillyer; original by Robert E. Kent; screen play by Fred Niblo, Jr., Grace Neville and Michael L. Simmons; photographed by Benjamin Kline. Cast: Scott Colton, Patricia Farr, George Morgan, Ruth Hilliard, Joe Twerp, Allen Brook, Thurston Hall, Louis De Prop.
"CARNIVAL LADY," produced by Wallace MacDonald for Irving Briskin unit; directed by C. C. Coleman, Jr.; original by Milton Ralsch; screen play by Lambert Hillyer and Arthur W. Hornum; photographed by Lucien Ballard. Cast: Charles Quigley, Rita Hayworth, Marc Lawrence, Donald Kirk, Dwight Frye and Arthur Loft.
"SHE MARRIED AN ARTIST," produced by Sydney Buchman; directed by Marion Gering. Magazine story by B. Avenel; screen play by Gladys Lehman and Delmar Davies; photographed by Merritt Gerstad. Cast: John Boles, Lili Deste, Helen Westley, Frances Drake, Thomas Mitchell, Patricia Farr.
"FORGOTTEN WOMEN," produced by Wallace MacDonald for Irving Briskin unit; directed by Lambert Hillyer; original by Mortimer Braus; screen play by Saul Elkins; photographed by Benjamin Kline. Cast: Sara Padden, Wyn Cahoon, Scott Colton, Mayo Methot, Barbara Weeks, Arthur Loft, Jess Flowers.
"MURDERERS WELCOME," produced by Larry Darmour; directed by Lewis D. Collins; magazine story by Philip Wylie. Cast: Jack Holt, Katherine De Mille, Craig Reynolds, Luis Alberni, Purnell Pratt, Esther Muir, Morgan Wallen.

"START CHEERING," formerly titled "COLLEGE FOLLIES OF 1932," and "FRESHMAN FOLLIES," produced by Nat Perrin; directed by Al Rogell; original by Corey Ford; camera by Joe Walker. Cast: Charles Starrett, Joan Perry, Walter Connolly, Jimmy Durante, Gertrude Niesen, Romo Vincent, Chaz Chase, Hal Leethy, John Horman, photographed by Lucien Ballard. Cast: John Boles, Lili Deste, Helen Westley, Frances Drake, Thomas Mitchell, Patricia Farr.
"AMERICAN LEGION," produced by Ralph Cohn; directed by C. C. Coleman, Jr.; original by Martin Mooney; screen play by Michael Simmons; photographed by Lucien Ballard. Cast: Don Terry, Mary Russell, Robert Warwick, James Hollywood, George McKay.
"BUCKING BROADWAY," Coronet picture for Columbia release; L. G. Leonard, associate producer; directed by Ewing Scott; no writer credits yet available; photographed by Allen Thompson. Cast: Buck Jones, Ruth Coleman, Elaine Arden, Shemp Howard, Donald Douglas.

Columbia Pictures Now in Production

"MURDER IN SWINGTIME," produced by Ralph Cohn for the Irving Briskin unit; directed by Leon Barsha; original by Fred Pedersen; screen play by Robert Kent and Henry Taylor; photographed by Henry Freulich. Cast: Ted Best, Wyn Cahoon, Robert Paige, Rita Hayworth, John Galand, Gene Morgan.
"WONDER CHILD," produced by Wallace MacDonald for the Irving Briskin unit; directed by Aubrey Scott; original by Fred Niblo, Jr., and Grace Neville; screen play by John Selevin and Michael L. Simmons; photographed by Benjamin Kline. Cast: Edith Fellows, Leo Carrillo, Margaret Irving, Scott Colton, Inez Palange, Jacqueline Wells.
"SINGING RANGERS," produced by Harry L. Decker for Irving Briskin unit; directed by Sam Nelson; original by Doris Schroeder; screen play by Ed Earl Repp. Cast: Charles Starrett, Iris Meredith, Donald Grayson, Dick Curtis.
"CRIMINAL CODE," produced by Robert North; directed by John Brahm; from play by Martin Flavin; screen play by Seton I. Miller and Fred Niblo, Jr.; Cast: Walter Connolly.
"THE NIGHT BEFORE," produced by Nat Perrin; directed by Harry Lachman; original by Paul Gallico; screen play by Paul Jarrico. Cast: Richard Arlen, Mary Astor, Lionel Stander, Virginia Dale, Thurston Hall, Marjorie Main, Arthur Loft, Paul Hurst.

Grand National

Features	Number of Pix Promised	Number Completed	New Shooting	Now in Balance to Be Placed in Cutting Rooms	Stories in Preparation
Westerns	22	3	0	2	17
Total	45	12	0	4	29

Pictures now in the cutting rooms or awaiting previews are:
"KING OF THE SIERRAS," Condor picture featuring three horses, Rex, Sheik and Thunder; Frank Gayass, associate producer; directed by Arthur Rosson; original screen play by Scott Darling; photographed by Tom Galien. Cast: Frank Campeau, Wally Albright, Morgan Brown, Edward Bell, Billy Vane, Every.
"HE WANTED TO MARRY," produced by David Diamond; directed by Raymond Cannon; original by Percy Rowland; screen play by Clarence Marks; photographed by Richard Egan. Cast: Wallace Ford, Ray Mayer, Isabel Jewel, Mary Lou Green, Cully Richards, Mitz Hoffman, Jr., George Humbert, Alexander Leftwich, Kenneth Harlan, Rex Lease.
"MR. BOGGS STEPS OUT," formerly titled "MR. BOGGS BUYS A BARREL," produced by Ben Pivar; directed by Gordon Wiles; original by Clarence Budington Kelland; screen play by Richard English; photographed by John Stumar. Cast: Stuart Erwin, Helen Chandler, Toby Wing, Walter Buron, Spencer Charters, Milburn Stone, William Moore.
"FRONTIER TOWN," produced by Edward Finney; supervised by Lindsey Parsons; directed by Ray Taylor; original screen play by Edward Kelsor; photographed by Gus Peterson. Cast: Tex Ritter, Ann Evers, Horace Murphy, Snub Pollard, Charles King.

Metro

Features	Number of Pix Promised	Number Completed	New Shooting	Now in Balance to Be Placed in Cutting Rooms	Stories in Preparation
Hal Roach	48	8	5	6	29
Total	52	8	5	6	33

Pictures now in the cutting rooms or awaiting previews are:
"BAD MAN OF BRIMSTONE," produced by Harry Rapf; directed by J. Walter Ruben; original by R. H. Gray, Ray C. Ray, Raymond, Hal Roach. Cast: George Morgan, Bruce Cabot, Larry Doyle, Joseph Calleja, Guy Kibbee, Warren Hymer, Cliff Edwards, Noah Beery, Sr., Arthur Hohl, Robert Gleckler, Olin Howard, Mitchell Lewis, John Qualen.
"THE LAST GANGSTER," no producer credit, directed by Edward Ludwig; original by Robert S. Marshall; screen play by William D. Daniels. Cast: Edward G. Robinson, James Stewart, Ross Stradner, Lionel Stander, Douglas Scott, Louise Beavers, Sidney Blackmer, Henry Daniell, Allan Baxter, Donald Barry, Moroni Olsen.
"THE FOUR MARYS," produced by Louis D. Lighton; directed by Richard Thorpe; original by Fanny Heaslip Lea; photographed by Karl Freund.

Cast: Myrna Loy, Rosalind Russell, Franchot Tone, Walter Pidgeon, Nana Bryant, Leonard Penn, Ruth Hussey, Rita Johnson.

"NAVY BLUE AND GOLD," produced by Sam Zimbalist; directed by Sam Wood; screen play from novel by George Bruce; photographed by John Seitz. Cast: Robert Young, James Stewart, Lionel Barrymore, Florence Rice, Billie Burke, Tom Brown, Barnett Parker, Paul Kelly.

"MANNEQUIN," produced by Joseph Mankiewicz; directed by Frank Borzage; original by Katharine Brush; photographed by George Folsey. Cast: Joan Crawford, Spencer Tracy, Alan Curtis, Mary Phillips, Leo Gorcey, Elizabeth Risdon, John Seitz.

"THOUGH SHEERED DON'T CRY," produced by Harry Rapf; directed by Alfred E. Green; original by J. Walter Ruben and Eleanor Griffin; photographed by Len Smith. Cast: Judy Garland, Sophie Tucker, Mickey Rooney, Ronald Sinclair, C. Aubrey Smith, Forrester Harvey, Elisha Cook, Lionel Belmore.

Metro Pix Now in Production

"EVERYBODY SING," produced by Harry Rapf; directed by Edwin L. Marin; writing credits not yet announced; photographed by Joe Ruttenberg. Cast: Billie Burke, Fanny Brice, Judy Garland, Billie Burke, Reginald Owen, Lynne Carver.

"MATTER OF PRIDE," no producer credit; directed by William Thiele; original by William C. White; photographed by William Daniels. Cast: Frank Morgan, John Boal, Florence Rice, Herman Bing, Cora Witherspoon, Janet Beecher, Erik Rhodes, E. E. Clive, George Givot.

"BENEFITS FORGOT," produced by John W. Considine, Jr.; directed by Clarence Brown; novel by Honore Willis Morrow; photographed by Charles Lawton. Cast: Walter Huston, James Stewart, Beulah Bondi, Charles Coburn, Ted Healy, Charles Greyn, Guy Kibbee.

"ROSALIE," produced by William Anthony McGuire; directed by W. S. Van Dyke; photographed by Oliver Marsh; no writing credits as yet. Cast: Nelson Eddy, Eleanor Powell, Frank Morgan, Ray Bolger, Iona Massey, Edna May Oliver, Victor J. Searl, Reginald Owen, Janet Beecher.

"A FAMILY VACATION," no producer credit; directed by George Seitz; no other credits available as yet. Cast: Lewis Stone, Cecilia Parker, Mickey Rooney.

Monogram

Features	Number of Pix Promised	Number Completed	New Shooting	Now in Balance to Be Placed in Cutting Rooms	Stories in Preparation
Westerns	16	4	1	1	10
Total	42	17	1	3	21

Pictures in the cutting room:
"BAKER VALLEY," produced and directed by R. N. Bradbury; original screen play by Robert Emmett; photographed by Bert Longenecker. Cast: Jack Randall, Lois Wilde, Charles King, Ernie Adams, Earl Dwire, Hal Price.
"THE COUNTY FAIR," produced by E. B. Derr; directed by Howard Bretherton; original screen play by Jack Neville; photographed by Arthur Martinielli. Cast: John Arledge, Mary Lou Lender, J. Farrell MacDonald, Fuzzy Knight, Jimmy Butler.

"BOY OF THE STREETS," produced by Charles Bigelow; directed by William Nigh; original by Rowland Brown; screen play by Scott Darling; photographed by Gilbert Warrenton. Cast: Jackie Cooper, Maureen O'Connor, Marjorie Main, Matty Fain, Guy Usher, Kathleen Burke, Gordon Elliott.

Monogram Pix Now Shooting

"ROMANCE OF THE ROCKIES," produced and directed by R. N. Bradbury; original screen play by Robert Emmett; photographed by Bert Longenecker. Cast: Tom Keene.

Paramount

Studio	Number of Pix Promised	Number Completed	New Shooting	Now in Balance to Be Placed in Cutting Rooms	Stories in Preparation
Harry Sherman	6	3	1	1	1
Emanuel Cohen	8	0	2	1	5
B. F. Schulberg	8	1	0	1	6
Total	58	19	7	9	23

Pictures now in the cutting rooms or awaiting previews are:
"LOVE ON TOAST," produced by Emanuel Cohen; directed by E. A. Dupont; original screen play by Jane Storm, Richard C. Dore, Don Malloy; photographed by Charles Schoenbaum. Cast: Stella Adler, John Payne, Grant Richards, Katharine 'Sugar' Kane, Isabel Jewell, Luis Alberni.
"BLOSSOMS ON BROADWAY," produced by B. F. Schulberg; directed by Richard Wallace; original by Edward Arnold and Leon Shamroy. Cast: Edward Arnold, Shirley Ross, John Trent, William Frawley, Weber and Fields, the Radio Rogues, Ruth Davis, Kitty Kelly.
"TERRILL OF A LIFETIME," produced by Miss Fanchon; directed by George Arcturion; original by Edward Arnold and Leon Shamroy. Cast: Judy Canova, Ben Blue, Betty Grable, Johnny Downs, Eleanor Whitney, Leif Ericson, Larry Crabbe.

"BOEN TO THE WEST," general office production, directed by Charles Barton; other credits not announced. Cast: John Wayne, Marsha Hunt, John Mack Brown, Syd Taylor, Monte Blue, John Patterson, Nick Lukats, James Craig, Lucien Littlefield.
"WELLS FARGO," produced and directed by Frank Lloyd; Howard Estabrook, associate producer; original by Stuart N. Lake; screen play by Paul Schofield, Gerald Gargaghy and Fred Jackson; camera, Theodore Sparkuhl. Cast: Joel McCrea, Frances Dee, Bob Burns, Lloyd Nolan, Mary Nash, Ralph Morgan, Porter Hall, Robert Cummings, Jane Dewey, Barlowe Boardman.

"THE CONFESSION," produced by Albert Lewin; directed by Wesley Ruggles; photographed by Ted Tetzlaff; no writing credits. Cast: Carole Lombard, Fred MacMurray, Porter Hall, John Barrymore, Edgar Kennedy, Richard Carle, Una Merkel, Fritz Feld.
"THE SELANDER," screen play by Norman Houston; original by Clarence E. Mulford; photographed by Russell Harlan. Cast: Frank Darien, Russell Hayden, Nora Lane, Robert Fiske, John Elliott.

"THE BACCHAE OF 1937," produced by C. B. De Mille; photographed by Victor Milner; other credits not yet announced. Cast: Fredric March, Francisca Gaal, Akim Tamiroff, Ian Keith, Walter Brennan, Douglas Dumbrille, Robert Barrat, Fred Kohler, Sr., Beulah Bondi, Margot Grahame, Spring Byington.

"DAUGHTER OF SHANGHAI," general office production; directed by Robert Florey; no writing credits yet; photographed by Charles Schoenbaum. Cast: Anna May Wong, Philip Ahn, Charles Bickford, Larry Crabbe, Cecil Cunningham, Anthony Quinn, J. Carrol Nash, Ching Wal Lee.

"EVERY DAY'S A HOLIDAY," Major Pictures production; produced by Emanuel Cohen; directed by Edward Sutherland; no writing credits. Cast: Mae West, Edmund Lowe, Charles Butterworth, Walter Catlett.
"THE BACCHAE OF 1937," produced by C. B. De Mille; photographed by Victor Milner; other credits not yet announced. Cast: W. S. Fields, Martha Raye, Dorothy Lamour, Ben Blue, Bob Hope, Shirley Ross, Leif Erikson, Kirsten Flagstad, Tito Guizar, Shep Fields.

"THE NIGHTINGALE," produced by Harlan Thompson; directed by H. C. Potter; no writing credits yet; photographed by William Mello. Cast: Gladys Swarthout, John Boles, John Barrymore, Clair Dodd, Fritz Feld.

"THEY KNEW WHAT HAPPENED," produced by general manager's office; directed by James Hagan; writing credits not yet announced; photographed by Henry Sharp. Cast: Lew Ayres, Louise Campbell, Porter Hall, Roscoe Karns, Virginia Weidler, Edgar Kennedy, and Robert Montgomery.

"THE BADGE OF POLICEMAN MOON," Major Pictures production, (Continued on page 23)

WILL ROGERS' DOUBLE SET FOR U PIC AT 16

Cleveland, Nov. 2.

Uncanny resemblance to the late Will Rogers is giving Andrew A. Trimble, Cleveland salesman, another film role. Universal wired for him to play short bit in Alice Faye's musical, "You're a Sweetheart," at \$1,000 per week. Work expected to be completed within two weeks.

Map salesman for Rand-McNally here has become known as best double for Will Rogers in country. He has actor's quizzical eyes, wrinkled face, sharp nose, wry smile and even his lock of grayish hair hanging over his forehead.

Trimble capitalizes on resemblance by giving chatauque lectures on the star as well as characteristic monologs before trade association banquets. He did Rogers imitations in Great Ziegfeld. In Universal pix he's called upon to appear as bronze statue of cowboy-humorist who suddenly comes to life.

Oklahoma City, Nov. 2.

The 58th anniversary of the birth of Will Rogers will be observed here Nov. 4 in a state-wide celebration centering at Claremore, on the site of the proposed Rogers Memorial. A prize of \$250 has been offered by the memorial committee for the best idea and an appropriation of \$200,000 made by the last legislature for its construction.

Memorial will include an Indian museum and a mausoleum as a final resting place for Mr. Rogers' body which will be returned to Claremore from the burial spot in California. Mrs. Rogers has agreed to the removal.

The celebration of Will Rogers' birthday at Claremore will be carried by the Oklahoma Network Program will be on the air 3:30-4 p.m.

Warner Back

(Continued from page 3)

somewhat of a comedian. 'Anyway, I'm pretty funny,' he added modestly.

Specimen: When Irving Asher accidentally displaced a wingless as Warner was spilling one of his cracks, Jack turned and whipped out, 'Point killer, huh? Guess this guy comes from another studio!'

At least two of Warners big-scale world productions will be made at Teddington in 1938, Jack Warner stated, outlining plans for expanding British studio commitment. Subjects will be selected from 'George and Margaret,' 'The Amazing Dr. Clitterhouse' and 'Blonde White,' all West End stage hits sponsored by Warners' with 'Wise Tomorrow' and 'A Gentleman from Kimberley' (original) also among the possibilities.

Pictures will be given full weight of Burbank star power and directors, of whom Lloyd Bacon will be one, will come from the Coast. Scripting and preparation will be done in Hollywood, but technical production will be left to the local unit, which Jack L. claims is equal to what they have on the Coast.

Irving Asher sails Nov. 17 for Hollywood to do a picture for Warners in this country under the new schedule, provided agreement can be reached on a story.

Total program here next year will be not less than 15 pictures, and Irv Asher put a low estimate of the general budget at around \$2,000,000, though it is thought production will involve probably a 25-50% increase on that figure.

Certain stock pictures made here in the last year are to have release on the entire WB circuit in America, among them 'The Perfect Crime,' 'Mayfair Melody' and 'You Live and Learn.'

Warner has a date to be here again next July.



TUESDAY . . . NOVEMBER, 9th

Culminating two years of ceaseless preparation—two special expeditions to the far-off South Seas—the astute expenditure of an almost unbelievable investment, Samuel Goldwyn's mightiest masterpiece . . .

"The Hurricane"

opens at the

ASTOR THEATRE
NEW YORK CITY

*Proudly it reflects its great production cost.
Vividly it recreates its madly exciting story
by the authors of "Mutiny on the Bounty".
Eagerly a grateful industry will receive it as
one of the truly great pictures of all times . . .*

Due to the unprecedented advance demand tickets are now on sale at the Astor Theatre for the premiere and subsequent performances. Mail orders or phone Circle • 6 • 4642



"Darling, you have a wallop almost as good as '52nd Street' and talk about figures" . . .

Here's some figures that brought a thrill to exhibitors in four important key city showings of Walter Wanger's "52nd STREET".

A big opening day at Loew's, Syracuse, built to \$618 more on second day and the third day showed a phenomenal gain of \$1071 over first.

In Springfield, Mass., the business built continuously to a fourth day gross of \$568 more than the opening day.

At the Metropolitan Theatre, Houston, the picture started the town talking and the gross on the second day was bigger by \$122, and the third day went to \$684 over the opening.

At Loew's State, Louisville, the second day beat a smash opening day by \$395 and the third day topped the first by \$594.

When a picture OPENS BIG AND BUILDS BIGGER . . . It's a real attraction!

WALTER WANGER
Presents

52nd STREET



with

IAN HUNTER
LEO CARRILLO
PAT PATERSON
ELLA LOGAN
SID SILVERS

ZASU PITTS
MARLA SHELTON
JACK WHITE
COLLETTE LYONS
AL SHEAN

and KENNY BAKER

Plus! A mad, merry galaxy of Entertainers that made 52nd St. famous!
Directed by HAROLD YOUNG • RELEASED THRU UNITED ARTISTS

FILM BOOKING CHART

(For information of theatre and film exchange bookers, VARIETY presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of the reviews as given in VARIETY and the running time of prints are included.)

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WEEK OF RELEASE	TITLE	PRODUCER	DISTRIB.	TYPE	TALENT	DIRECTOR	TIME MINS	REVIEWED BY
9/10/37	COUNSEL FOR CRIME THE WOMEN MEN MARRY ACCIDENTS WILL HAPPEN ANNAPOLIS SALUTE BORNEO WILD AND WOOLY 100 MEN AND A GIRL WINE, WOMEN AND HORSES PRAIRIE THUNDER	W. MacDonald M. Fessier B. F. Schberg Robert Sisk M. Johnson John Stone J. Pasternak WB Bryan Foy	Col MGM Par RKO 20th U WB WB	Melodrama Drama Com-Dr Rom-Dr Outdoor Com-Dr U Com-Dr Western	O. Kruger-J. Wells J. Edmiston-G. Murphy W. Gargan-D. Heyward J. Ellison-M. Hunt Mr. & Mrs. M. Johnson J. Withers-P. Moore G. Rogers-L. Tolbot B. MacLane-A. Sheridan D. Foran-E. Cancey	John Brahm Earl Taggart E. Keaton Chris Cabanne T. Talley A. Werker H. Koster Louis King B. Eason	61 68 65 75 65 90 85 90	10/6 9/22 10/6 9/8 9/21 9/8
9/17/37	GAME THAT KILLS LOVE TAKES FLIGHT THE FIREFLY MY DEAR MISS ALDRICH THIRTEENTH GUEST (Reissue) VOGUES OF 1933 LADY FIGHTS BACK THAT CERTAIN WOMAN	H. L. Decker Condor Hunt Stromberg MGM M. H. Hoffman W. Wanger Ed Grainger R. Lord	GN GN MGM MGM MGM UA U WB	Melodrama Rom-Com Opera Comedy Com-Dr Musical Drama Drama	C. Quilley-R. Hayward B. Cabot-Beatrice Roberts J. MacDonald-Allen Jones E. M. Oliver-J. Beecher G. Rogers-L. Tolbot W. Baxter-J. Bennett I. Hervey-K. Taylor B. Davis-H. Fonda	D. R. Lederman Conrad Nagel R. Z. Leonard Gen. B. Seitz Albert Ray W. Cummings Milt Carruth Ed. Goulding	53 70 140 73 65 105 61 91	9/22 8/18 7/28 10/6 9/13 8/4 10/27 9/4
9/24/37	SMALL TOWN BOY TRAILING TROUBLE THE BRIDE WORE RED STARS OVER ARIZONA SOPHIE LANG GOES WEST 40 NAUGHTY GIRLS ARIZONA GUNFIGHTER BEHIND THE MIRE BACK IN CIRCULATION	Zion Myers Condor J. Mankiewicz R. N. Bradbury Par Wm. Seiter A. W. Hackel C. Brock S. Bischoff	GN GN MGM MGM Par RKO Rep WB WB	Com-Dr Western Com-Dr Western Melodrama Mystery Western Com-Rom	Stuart Erwin-J. Compton Ken Maynard J. Crawford-Tone W. Gargan G. Michael-L. Crabbe J. Gleason-ZaSu Pitts Bob Steele W. Gargan-J. Barrett P. O'Brien-Blondell	Glenn Tryon A. Rossen D. Arzner R. J. Brabury C. Re'ner Edw. Cline Sam Newfield Sid Salkow R. Enright	61 100 100 82 63 63 168	10/13 9/29 9/28 9/8 9/8 11/3 7/28
10/1/37	SOMETHING TO SING ABOUT MADAME X A BRIDE FOR HENRY HIGH, WIDE AND HANDSOME MUSIC FOR MADAME BOOTS AND SADDLES YOUTH ON PAROLE LIFE BEGINS IN COLLEGE CARNIVAL QUEEN LIFE OF ENRIE ZOLA LOVE IS ON THE AIR	Scherzinger J. K. McGuinness Mrs. W. Reid A. Hornblow Jesse L. Lasky Sol C. Siegel Phil Rosen H. Wilson Robt. Presnell Henry Blank Bryan Foy	GN MGM MGM Par RKO EKO Rep U WB	Musical Drama Com-Rom Com-Dr Musical Western Melodrama Musical Melodrama Com-Rom	Cagney-E. Daw Gladys George-W. William Ann Nagel-W. Hull Irene Dunne-R. Scott N. Martin-J. Fontaine Joseph Kane M. Marsh-G. Oliver Ritz Bros.-P. Brooks D. Kent-H. Wilcox Paul Muni-G. Sondergard R. Reagan-June Travis	Scherzinger Sam Wood William Nigh R. Mamoulian J. Blystone Joseph Kane Phil Rosen W. A. Seiter Nate Watt Wm. Dieterle Nick Grinde	90 75 55 110 77 89 61 80 168 161	9/1 9/29 9/29 7/28 9/15 10/13 10/13 9/29 11/3 9/15
10/8/37	LIFE BEGINS WITH LOVE RENEWED OF THE MOUNTED PARTNERS IN CRIME SATURDAY'S HEROES THE WRONG ROAD LANCER SPIES ROLL ALONG, COWBOY FAREWELL AGAIN I MET MY LOVE AGAIN IDOL OF THE CROWDS THEY WON'T FORGET	M. Connolly A. Herman Par Robt. Sisk Colbert Clark S. C. Engel Sol Lesser V. Saville W. Wanger Trem Carr Mervyn LeRoy	Col GN Par RKO Rep 20th 20th UA UA UA WB	Rom-Com Outdoor Melodrama Football Melodrama Drama Western Melodrama Rom-Dr Rom-Dr Drama	D. Montgomery-J. Parker J. Newell-C. Hughes L. Overman-R. Karns Van Heflin-M. Marsh E. Cromwell-L. Atwill D. Del Rio-G. Sanders-Lorre Smith Ballew L. Banks-F. Robson J. Bennett-H. Fonda John Wayne-S. Bromley C. Rains-G. Dickson	Ray McCarey Al Herman Ralph Murphy Edw. Killy G. Cruze G. Raft Gus Meins Tim Whelan Logan-Ripley Art Lubin Mervyn LeRoy	72 64 66 58 62 78 65 55	10/6 10/20 9/29 10/13 10/6 6/30
10/15/37	MURDER IN GREENWICH VILLAGE QUEST WALLABY JIM OF ISLANDS DOUBLE WEDDING LUCK OF ROARING CAMP WHERE TRAILS DIVIDE ANGEL FIT FOR A KING TRIGGER TRIO HEAD THAT'S MY STORY OVER THE GOAL	W. MacDonald GB B. Barsky J. Mankiewicz J. H. Steele R. N. Bradbury Ernst Lubitsch David L. Loew Sol Siegel R. Griffith Robt. Presnell Bryan Foy	Col GB GN MGM MGM MGM Par RKO Rep 20th U WB	Mystery Drama Rom-Dr Rom-Com Outdoor Western Rom-Dr Comedy Western Rom-Dr Melodrama Rom-Com	Fay Wray-Richard Arlen George Arliss G. Huston-R. Coleman Wm. Powell-M. Loy O. Davis, Jr.-J. Woodbury Tom Coney Dietrich-H. Marshall Joe E. Brown-Helen Mack Three Mesquiteres Temple-Hershel-Trancher C. Morgan-Wm. Lundigan Wm. Hopper-June Travis	Al S. Rogell Neill-Howell Chas. Lamont R. Thorpe I. V. Whitall R. N. Bradbury Ernst Lubitsch Edw. Sedgwick Wm. Witney Allan Dwan Sid Solkow Noel Smith	68 78 58 85 90 90 85 70 62	11/3 9/22 9/15 9/15 9/1
10/22/37	THE AWFUL TRUTH KING OF SIERRAS HERE'S FLASH CASEY LIVE, LOVE AND LEARN THUNDER BOLT BREAKFAST FOR TWO CHARLIE CHAN ON BROADWAY STAND-IN THE PERFECT SPECIMEN	Everett Riskin M. H. Hoffman M. & A. Alexander H. Rapp Par Edw. Kaufman John Stone W. Wanger H. J. Brown	Col GN GN MGM MGM Par RKO 20th UA WB	Comedy Western Comedy Com-Dr Com-Dr Rom-Dr Mystery Comedy Com-Rom	L. Dunne-Carey Grant Rex-Sheik (horses) E. Linden-B. Mallory R. Montgomery-E. Russell Marsha Hunt-Gilbert Roland B. Stanwyck-H. Marshall W. Oland-Joan Marsh L. Howard-Joan Blondell E. Flynn-Joan Blondell	Leo McCarey Arthur Rosson Lynn Shores G. Fitzmaurice Chas. Lamont Alfred Santell Eugene Forde Ray Garnett Michael Curtiz	90 57 78 65 68 68 98 82	10/20 10/20 10/20 9/29 9/22 10/6 9/29
10/29/37	TRAPPED BY G MEN TEX RIDES WITH BOY SCOUTS CONQUEST THIS WAY, PLEASE THERE GOES THE GROOM RIDIN' THE LONE TRAIL ALL BABA GOES TO TOWN WESTLAND CASE THE GREAT GARRICK	Col E. Finney B. H. Hyman Mel Shauer A. Lewis A. W. Hackel L. Schwab L. Fox-S. Starr M. LeRoy	Col GN MGM Par RKO 20th U WB	Melodrama Western Hid-Rom Hid-Rom Com-Dr Western Musical Mystery Drama	Jack Louis-Wynne Gibson Tex Ritter Garbo-Charles Boyer Buddy Rogers-B. Grable B. Meredith-Ann Southern Bob Steele Cantor-T. Miller P. Foster-Carol Hughes Brian Aherne-De Havilland	Louis D. Collins Ray Taylor Clarence Brown Robt. Florey Joseph Santley Sam Newfield David Butler C. Cabanne James Whale	66 115 72 64 56 80 92 65	11/3 10/27 9/15 10/13 11/3 10/20 10/6 9/29
11/5/37	NON-STOP NEW YORK SWING IT, SAILOR THE FIREFLY HOLD 'EM, NAVY FIGHT FOR YOU LADY PORTIA ON TRIAL DANGER, LOVE AT WORK GIRL WITH IDEAS ALCATRAZ ISLAND	GB D. Diamond H. Stromberg Par A. Lewis A. E. Levoy H. Wilson Ed. Grainger Cosmo	GB GN MGM Par RKO Rep 20th U WB	Rom-Mel Com-Dr Musical Football Com-Dr Rom-Dr Com-Rom Com-Rom Melodrama	Anna Lee-J. Loder W. Ford-J. Jewell J. MacDonald-A. Jones Lew Ayres-M. Carlisle J. Boles-L. Brooks W. Abel-F. Inescort A. Southern-J. Haley W. Pidgeon-W. Barrie John Littel-A. Sheridan	R. Stevenson Ray Cannon R. Z. Leonard K. Neumann J. Stollen G. Nicholas, Jr. O. L. Premeringer Sylvan Simon Wm. McGann	140 67 72 67 70 64	7/28 10/20 11/3 10/13
11/12/37	I'LL TAKE ROMANCE MR. BOGGS STEPS OUT THE LAST GANGSTER THE BARRIER LIVING ON LOVE SPRINGTIME IN ROCKIES DANGEROUSLY YOURS STORM IN A TEACUP THE SQUEAKER MERRY-GO-ROUND OF '38 ADVENTUROUS BLONDE	E. Riskin Ben Pivov L. MGM H. Sherman M. Cohen S. C. Siegel S. C. Siegel Korda A. Korda B. G. DeSylva Bryan Foy	Col GN MGM Par RKO Rep 20th UA UA WB	Musical Com-Dr Drama Outdoor Com-Rom Western Rom-Dr Rom-Dr Melodrama Musical Com-Rom	Grace Moore-M. Douglas S. Ervin-H. Chandler E. Robinson-L. Strander L. Carrillo-J. Parker W. Bourne-J. Dunn G. Autry-P. Kewles C. Romero-E. Brooks V. Leigh-R. Harrison E. Lowe-S. Shaw-A. Todd B. Lahr-B. House-Auer G. Farrell-B. MacLane	Edw. Griffith G. Wiles G. Ludwig Les Selerander Lew Landers Joe Kane C. M. Foster V. Saville W. K. Howard Irv. Cummings F. McDonald	90 60 60 60 60 90	11/3 11/3 10/20
11/19/37	HOLLYWOOD ROUNDUP FRONTIER TOWN NAVY BLUE AND GOLD NIGHT CLUB SCANDAL DAMSEL IN DISTRESS THE GUN RANGER THE DUKE COMES BACK ZORRO RIDES AGAIN SECOND HONEYMOON 52ND STREET IT'S LOVE I'M AFTER	Col Ed Finney S. Zimbalist Par P. S. Berman A. W. Hackel H. Schlom S. C. Siegel R. Griffith W. Wanger H. J. Brown	Col GN MGM Par RKO Rep 20th UA UA WB	Western Western Mystery Musical Western Rom-Dr Western Com-Rom Musical Comedy	Buck Jones Tex Ritter R. Young-L. Barrymore J. Barrymore-Overman Astaire-Burns and Allen Bob Steele-E. Stewart A. Lane-H. Angel-G. Tobin J. Carroll-H. Christian T. Power-L. Young K. Baker-P. Patterson-Carrillo L. Howard-B. Davis	Ewing Scott Ray Taylor Sam Wood Ralph Murphy Geo. Stevens S. Newfield L. Pichel Wm. Whitely Walter Lang H. Young Archie Mayo	80 90	10/8 7/21
11/26/37	SHE MARRIED AN ARTIST BAD MAN OF BRIMSTONE COUNTRY FAIR EBB TIDE TEXAS TRAIL HIGH FLYERS WILD HORSE RODEO LOOK OUT, MR. MOTO DINNER AT THE RITZ NOTHING SACRED SOME BLONDES ARE DANGEROUS SUBMARINE D-1	S. Buchman Harry Rapp E. B. Derr L. Hubbard Harry Sherman Lee Marcus S. C. Siegel Sol Wurtzel R. T. Kane D. O. Selznick E. M. Asher L. Edelman	Col MGM Mono Par RKO Rep 20th UA UA WB	Comedy Football Rom-Com Western Comedy Western Rom-Dr Comedy Com-Dr Rom-Com	Boles-Lull Desti J. Stewart-R. Young J. F. MacDonald-M. Lender O. Homolka-F. Foster W. Boyd-J. Allen Wheeler-Woolsey Three Mesquiteres P. Lerre-E. Hudson Annabella-P. Lukas Lombard-F. March W. Gargan-D. Kent P. O'Brien-D. Weston	M. Gering J. W. Rubin H. Bretherton D. Hogan Dave Selman Eddie Cline Geo. Sherman M. S. Foster H. D. Schuster Wm. Wellman Milt Carruth Lloyd Bacon	91	10/13
12/3/37	ALL-AMERICAN SWEETHEART THOROUGHBOREDS DON'T CRY BLOSSOMS ON BROADWAY TAKING THE TOWN 45 FATHERS PRESCRIPTION FOR ROMANCE FIRST LADY	W. MacDonald H. Rapp B. P. Schulberg M. Cohen John Stone E. Grainger H. J. Brown	Col MGM Par RKO 20th U WB	Rom-Com Com-Rom Rom-Com Comedy Comedy Rom-Com	S. Colton-P. Farr R. Sinclair-M. Rooney C. Lombard-MacMurray Fred Stone-D. Vaughan J. Withers-T. Beck W. Barrie-K. Taylor K. Francis-P. Foster	L. Hillier J. W. Rubin C. Wes. R. Jones Edw. Killy Jas. Tintling S. S. Simon Stan Logan		



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FRoM eVeRY cORnER of
ThE nATIon...cONquest! ConQUeSt!
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Advance Production Chart

(Continued from page 18)

produced by Emanuel Cohen; directed by Frank Tuttle; original by O. Henry; screen play by Jo Swerling and Richard Connell; photographed by Charles Lang. Cast: Bing Crosby, Mary Carlisle, Beatrice Lillie, Andy Devine, Laura Hope Crews.

"BLUEBEARD'S EIGHTH WIFE," produced and directed by Ernst Lubitsch; no story credits as yet; photographed by Leo Tover. Cast: Claudette Colbert, Gary Cooper, Edward Everett Horton, David Niven, Luis Alberni, Tyler Brooke.

"GUN SMOKE," produced by Harry Sherman; directed by Les Salander; original by Clarence E. Mulford; screen play by Norman Houston; photographed by Russell Hill. Cast: William Boyd, George Hayes, Russell Hayden, John Elliott, Billy King, Natalie Moorhead.

RKO-Radio

Studio	Number of Pict. Promised	Number Com- pleted	Now Shoot- ing	Now Balance to Be Placed in Cutting Rooms	Stories in Preparation
43	10	4	6	23	13
Condor	6	9	0	0	2
Sal Lesser	2	2	0	0	0
David Low	2	2	0	0	0
Walt Disney	1	0	1	0	0
Total	55	15	6	23	17

Pictures now in the cutting rooms or awaiting previews are:

"HIGH FLYERS," produced by Lee Marcus; directed by Eddie Cline; from play, "The Kangaroos," by Victor Mapes; screen play by Benny Rubin and Bert Granet; photographed by Jack Mackenzie. Cast: Bert Wheeler, Robert Woolsey, Lure, Victor Mapes, Fred Stone, Dorothy Moore, Frank M. Thomas, George Irving, Margaret Dumont, Herbert Clifton.

"DANGER PATROL," formerly titled "HIGHWAY TO HELL," produced by Maury Cohen; directed by Lew Landers; original by Helen Vreeland and Hilda Vincent; screen play by Bart Rand, Ann Sothen, photographed by Nick Musuraea. Cast: John Beal, Sally Eilers, Harry Carey, Frank M. Thomas, Lee Patrick, Ed Gargan, Paul Guilfoyle.

"A DAMSEL IN DISTRESS," produced by Pandro S. Berman; directed by George Stevens; original by C. L. Moberly; screen play by P. C. Woodhouse, Ernest Pagano and S. K. Laurel; photographed by Joe August. Cast: Fred Astaire, Joan Fontaine, Gracie Allen and George Burns, Ray Noble, Reginald Gardiner, Constance Collier, Montagu Love, Harry Watson, Jack Carson.

"HITTING A NEW HIGH," formerly titled "IT NEVER HAPPENED BEFORE," produced by Jesse L. Lasky; directed by Raoul Walsh; original by Robert Harari and Maxwell Shane; screen play by Gertrude Purcell and John Twist; photographed by Roy Hunt. Cast: Lilian Pons, Ann Howard, Jack Oakie, Eric Blore, Edward Everett Horton, Billy Gilbert, Edward Cinnelli.

"SHE'S GOT THAT SWING," produced by Albert Lewis; directed by Joseph Santley; original by Joseph Hoffman and Monroe Shaff; photographed by Jack Mackenzie. Cast: Gene Raymond, Ann Sothen, photographed by Helen Broderick, Billy Gilbert, William Brisbane, Alan Bruce.

"TAKING THE TOWN," produced by Maury Cohen; directed by Edward Kelly; original by Arthur J. Horman; screen play by Horman and Franklin Cooper; photographed by Nick Musuraea. Cast: Fred Stone, Dorothy Moore, Gordon Jones, Harlan Briggs, Paul Guilfoyle, George Irving, Frank M. Thomas, Berton Churchill.

RKO-Radio Pictures Now in Production

"BRINGING UP BABY," produced by Cliff Reid; directed by Howard Hawks; original by Hagar Wilde; photographed by Russell Metty. Cast: Katharine Hepburn, Cary Grant, Leona Roberts, George Irving, Wesley Barry.

"LIVING WONDERFUL TIME," produced by Pandro S. Berman; directed by Al Santelli; play and screen play by Arthur Kober; photographed by Robert De Grasse. Cast: Ginger Rogers, Douglas Fairbanks, Jr., Richard Red Skelton, Peggy Conklin, Egan, Lucille Ball.

"WOMEN HAVEN'T FORGOTTEN THE FEMALE OF THE SPECIES," produced by Edward Kaufman; directed by Leigh Jason; original by Allan Scott and Charles Norman; screen play by Scott; photographed by Peverell Marley. Cast: Miriam Hopkins, Ray Milland, Walter Abner, Henry Brandon, Alex. English.

"SNOW WHITE AND THE SEVEN DWARFS," feature length cartoon now being readied by Walt Disney studios for December release.

"HAWAII CALLS," produced by Sol Lesser; directed by Eddie Cline; original by Don Blasing; screen play by Wanda Tuchock. Cast: Bobby Bren, Ned Sparks, Raymond Paige, Pua Lani, Manu, George Cleveland.

"LIGHTS OUT," produced by Cliff Reid; directed by Lew Landers; play by Paul Dickey and Mann Page; photographed by Nick Musuraea. Cast: Lee Tracy, Joan Woodbury, Lee Patrick, Paul Guilfoyle, Richard Lane, Bradley Page, Tom Kennedy, Frank M. Thomas, Jack Carson.

Republic

Studio	Number of Pict. Promised	Number Com- pleted	Now Shoot- ing	Now Balance to Be Placed in Cutting Rooms	Stories in Preparation
52	14	5	4	29	4
Sol Lesser	6	2	2	0	2
Total	58	16	7	29	6

Pictures now in the cutting rooms or awaiting preview are:

"MANHATTAN MERRY-GO-ROUND," produced by Harry Sauber; directed by Chuec Reiss; original screen play by Ray Sauber; photographed by Jack Martin. Cast: Gene Carrillo, Ann Dvorak, James Gleason, Tamara Geva, Kay Thompson, Ted Lewis, Cal Calloway, Joe DiMaggio, Irene Armetta, Dorothy Paige, Selmer Jackson, Gene Autry.

"THE DUKE COMES BACK," produced by Herman Schlem; directed by Irving Pichel; Satevopov; play by Lucien Carr; screen play by Adele Buffington. Cast: Allan Lane, Heather Angel, Genevieve Tobin, Joseph Crehan, John Russell, Chick Chandler, Selmer Jackson.

"ZORRO RIDES AGAIN," (serial) produced by Sol Siegel; directed by William Witney; original screen play by Lucien Carr; screen play by Adele Buffington. Cast: Duncan Renaldo, John Carroll, Elsa Christian, Richard Alexander, Roger William, Reed Howes.

"NEWS IN THE AIR," produced by Armand Schaefer; directed by Nick Grando; original screen play by Wellyn Totman and Jack Townley; photographed by Ernest Miller. Cast: Wallace Ford, June Travis, Dean Jagger, Arthur Lake, Syd Saylor.

"WILD HORSE RODEO," produced by Sol Siegel; directed by George Sherman; original by Gilbert Wright; screen play by Betty Burbridge. Cast: Bob Livingston, Max Terhune, Ray Carroll, Elsa Christian, Richard Alexander, Roger William, Reed Howes.

Republic Pictures Now in Production

"THE LADY MISBEHAVES," produced by Al Levy; directed by Lloyd Corrigan; original by Joe Krungold; screen play by Krungold and Olive Cooper; photographed by Harry Hill. Cast: William Hopper, Neil Hamilton, Joseph Schildkraut, Marcia Mae Jones, George Ernest, Mary Gordon.

20th Century-Fox

Studio	Number of Pict. Promised	Number Com- pleted	Now Shoot- ing	Now Balance to Be Placed in Cutting Rooms	Stories in Preparation
52	14	5	4	29	4
Sol Lesser	6	2	2	0	2
Total	58	16	7	29	6

Pictures in the cutting rooms or awaiting previews are:

"IN OLD CHICAGO," Kenneth Macgowan, associate producer; directed by Henry King; screen play by Lamar Trotter and Sonya Levien; original story by Niven Busch; photographed by Peverell Marley. Cast: Tyrone Power, Alice Faye, Don Ameche, Alice Brady, Andy Devine, Brian Donlevy, Tom Brown, Phyllis Brooks, Berton Churchill, June Storey, Paul Kelly, Tyler Brooke, George E. Stone, George Hughes, George E. Stone.

"SECOND HONEYMOON," produced by Raymond Griffith; directed by Walter Lang; no writing credits; photographed by Ernest Palmer. Cast: Tyrone Power, Loretta Young, Stuart Erwin, Claire Trevor, Lyle Talbot, J. Edward Bromberg, Joyce Regan.

"CHARLIE MOUNTAIN CARLO," produced by John Stone; directed by Eugene Ford; original by Robert Ellis and Helen Logan; screen play by Jerry Cady and Charles Belden. Cast: Warner Oland, Virginia

Field, Robert Kent, Keye Luke, Harold Huber, Sidney Blackmer, Kay Linaker.

"BIG TOWN GIRL," produced by Milton Feld; directed by Alfred Werker; screen play by Lou Breslow and John Patrick; from original by Francis Whiting Reid; photographed by John Mesall. Cast: Claire Trevor, Donald Woods, Alan Dinehart, Maurice Cass, Alan Baxter, Lilian Yarbo.

20th-Fox Pictures Now in Production

"LOVE AND HISSES," produced by Kenneth Macgowan; directed by Sidney Lanfield; original screen play by Arthur Arthur and Curtis Kenyon, Jr. Cast: Walter Winchell, Ben Bernie, Simone Simon, Joan Davis, Dick Baldwin, Wally Vernon, Bert Lee.

"REBECCA OF SUNNYBROOK FARM," produced by Raymond Griffith; directed by Alan Dwan; songs by Lew Pollack and Sidney Mitchell; no other writer credits yet announced; photographed by Arthur Miller. Cast: Shirley Temple, Gloria Stuart, Randolph Scott, Jack Haley, Helmut Dinehart, Phyllis Brooks, William Demarest, Slim Summerville, Raymond Scott Quintet, Bill Robinson, Dixie Dunbar, The Peters Sisters.

"CHECKERS," produced by John Stone; directed by H. Bruce Humphreys; no story credits as yet; photographed by Daniel B. Clark. Cast: Jane Withers, Stuart Erwin, Una Merkel, Marvin Stephens, Marcia Mae Jones.

"THANK YOU, MR. MOTO," produced by Sol M. Wurtzel; directed by Norman Foster; no writer credits announced as yet. Cast: Peter Lorre, Jayne Rense, John Carradine, Thomas Beck, Pauline Frederick.

"HAPPY ENDING," produced by Dave Hempstead; directed by Roy Del Ruth; no writer credits as yet. Cast: Sonia Henie, Don Ameche, Jean Harlow, Walter Connolly, Cesar Romay, Leah Ray, Raymond Scott Quintet, The Peters Sisters, The Condors Brothers.

"TARZAN'S REVENGE," produced by Sol Lesser; directed by D. Ross Lederman; original by Edgar Rice Burroughs; screen play by Jay Vann and Robert Lee Johnson; screen play by Glenn Morris, Eleanor Holm, George Barrie, Hedda Hopper, C. Henry Gordon, Frank Fay, Margaret Hamilton.

"HAWAIIAN BUCKARO," produced by Sol Lesser; directed by Ray Taylor. No other credits available as yet. Cast: Smith Ballew.

United Artists

Number of Pict. Promised	Number Com- pleted	Now Shoot- ing	Now Balance to Be Placed in Cutting Rooms	Stories in Preparation
34	6	1	22	23
Samuel Goldwyn	6	0	0	6
Alexander Korda	6	0	0	6
Selznick	5	1	0	2
Walter Wanger	5	2	0	1
Chaplin	1	0	0	5
London Films	5	1	0	7
Total	34	6	1	22

Pictures now in the cutting rooms awaiting previews are:

"I MET MY LOVE AGAIN," produced by Walter Wanger; directed by Arthur Ripley and Joshua Logan; screen play by David Hertz from novel by Allene Corlies; photographed by Hal Mohr. Cast: Joan Bennett, Henry Arland, Lee Remick, Meriam Cooper, Louis L. Lasker, Alan Baxter, Tim Holt, Dorothy Stedley, Florence Lake, Gene Hall, Alice Alvay.

"NOTHING SACRED," produced by David O. Selznick; directed by William A. Wellman; original by James H. Street; screen play by Ben Hecht; photographed by Henry Alderson. Cast: Charles Lombard, Charlie March, Charles Winninger, Walter Connolly, Sig Ruman, Frank Fay, Margaret Hamilton, Maxie Rosenbloom, Art Lasky, Hedda Hopper, John Quail.

"HURRICANE," produced by Samuel Goldwyn; directed by John Ford; screen play by Dudley Nichols, based on original story by Charles Norhoff and James Norman Hall; photographed by Bert Glennon. Cast: Jon Hall, Dorothy Lamour, Raymond Massey, Mary Astor, C. Aubrey Smith, Thomas Mitchell, Jerome Cowan, Movita, Momo Clark, Kuleli De Clercq.

"THE ADVENTURES OF MARCO POLO," produced by Samuel Goldwyn; directed by Alex. Mack; screen play by Robert S. Baker, Charles Sherman, photographed by Rudolf Mate and Archie Stout. Cast: Gary Cooper, Sigrid Gurie, Ernest Truex, Binnie Barnes, Basil Rathbone, George Barbier, Lotus Liu, Ferdinand Gottschalk.

"THE ADVENTURES OF TOM SAWYER," produced by David O. Selznick; directed by Norman Taurag; screen play by John V. A. Weaver, from story by Mark Twain; photographed by James Wong Howe and Wilfred Cline. Cast: Tommy Kelly, Jackie Moran, May Robson, Walter Brennan, Fred Gillies, Lee Remick, Joseph Schildkraut, Robert Allen, Charles Richmond, Spring Byington, David Holt, Marcia Mae Jones, Margaret Hamilton, Philip Hurst, Erville Alderson, Donald Meek, Nana Bryant, Victor Kilian, Frank McGlynn, Sr.

THE GOLDWIN FOLLIES, produced by Samuel Goldwyn; directed by George Marshall; photographed by Gregg Toland; original screen play by Ben Hecht. Cast: Kenny Baker, Virginia Verrill, Adolphe Menjou, the RKO Dancers, Lee Remick, Joseph Schildkraut, Robert Allen, Charles Richmond and Charlie McCarthy, Zorina, Bobby Clark, Ella Logan, William Dollar, George Balanchine's American Ballet, Andrea Leeds.

Universal

Number of Pict. Promised	Number Com- pleted	Now Shoot- ing	Now Balance to Be Placed in Cutting Rooms	Stories in Preparation
9	1	0	8	4

Pictures in the cutting rooms or awaiting previews:

"THE BOSS OF LONELY VALLEY," produced by Buck Jones; directed by Ray Taylor; novel by Forrest Brown; screen play by Frances Guihan. Cast: Buck Jones, Muriel Evans, Harvey Clark, Walter Miller, Lee Phelps, Ted Adams, Dickie Howard, Edna Pauline, Matty Fall, Grace Goodall.

"ADVENTURE'S END," produced by Trem Carr; directed by Arthur Lubin; novel by Ben Ames Williams; screen play by Ben G. Kohn. Cast: Paul White, Cameron, John Wayne, Diana Gilson, Moroni Olsen, Montagu Love, Maurice Black.

"SUDDEN BILL DORN," produced by Buck Jones; directed by Ray Taylor; novel by Jackson Gregory; screen play by Frances Guihan. Cast: Buck Jones, Noel Francis, Frank McGlynn, Sr., Harold Hodge, Ted Adams, Earl Stockdale.

"SOME BLONDES ARE DANGEROUS," produced by E. M. Asher; directed by Milton Carruth; novel by W. R. Burnett; screen play by Lester Cole. Cast: Noah Berry, Jr., Nan Grey, William Gargan, Dorthea Kent, Rowland Drew.

"COURAGE OF THE WEST," produced by Trem Carr; directed by Joe Lewis; original screen play by Jay Norton Baker; photographed by Virgil Miller. Cast: Bob Baker, Lois January, J. Farrell MacDonald, Fuzzy Knight, Carl Stockdale.

"RENEGADE WRANGLERS," produced by Trem Carr; directed by Joe Lewis; original screen play by Harry O. Hoyt; photographed by Virgil Miller. Cast: Bob Baker, Joan Barclay, Fuzzy Knight.

"THE LITTLE LUCK," produced by Henry Macrae; directed by Ford Beebe; screen play by Wyndham Gittens, Norman S. Hall, Ray Trampe. Cast: Frankie Thomas, Frances Robinson.

"A PRESCRIPTION FOR ROMANCE," produced by Edmund Grainger; directed by S. Sylvan Simon; original by John Reinhardt and Robert Neville; screen play by John Reinhardt, Robert Neville, Neil Hamilton, R. Perkins. Cast: Wendy Barrie, Kent Taylor, Mischa Bauer, Dorthea Kent, Frank Jenks, Henry Hunter.

"FOUR A SWEETHEART," formerly titled "YOUNG MAN'S FANCY," produced by E. G. De Sylva; directed by David Butler; original story by Bill Thomas, Maxwell Shane and Warren Wilson; screen play by Monte Brice and Charles Grayson. Cast: Alice Faye, George Murphy, Ken Murray, the Three Diamond Brothers, Andy Devine, Larry Blake, Harry Stockwell, Charles Winniford, Frank McHugh, Frances Hunt, Neil Hamilton.

Universal Film New in Production

"INTERNATIONAL SPY," produced by Trem Carr; directed by Joe Lewis; original screen play by George Waggoner; photographed by Harry Neumann. Cast: William Hall, Jane Wyman, Esther Ralston, Robert Warwick.

Warners

Number of Pict. Promised	Number Com- pleted	Now Shoot- ing	Now Balance to Be Placed in Cutting Rooms	Stories in Preparation
69	18	6	13	23

Pictures in the cutting rooms awaiting previews are:

"SUMMERINE D," produced by Lou Edelman; directed by Lloyd Bacon; original story by Commander Frank Wood; screen play by William Wister

Fox-WC Washup

Again Assailed In Tally-Corbar Suit

Los Angeles, Nov. 2.

New suit to set aside the adjudication of the Fox-West Coast bankruptcy case is on file in superior court here on behalf of Thomas L. Tally and Corbar Corp. Damages are sought in the sum of \$421,510 for Tally and \$119,500 for the Corbar Corp.

Plaintiffs charge that the defendants retained in Fox-West Coast theatres the losses held by the plaintiffs and others, desiring to divert F-WC and subsidiaries from their obligations in them. Since Feb. 27, 1933, when the F-WC was placed in bankruptcy, it is charged, F-WC has operated the properties which it allegedly acquired through fraudulent conveyance and has set it self up as the absolute owner thereof. Also, that the bankrupt estate was closed by court order Sept. 18, 1935.

Plaintiffs assert specifically in the complaint that the bankruptcy court assumed jurisdiction to approve the fraudulent conveyances made in violation of the laws of California and in violation of the bankruptcy act, and to approve the illegal issue of the stock of the new corporation, but held that it lost jurisdiction of the estate on the date of the order of closure.

An accounting is requested to determine the sums that should be paid to other lessors in situations similar to that of the plaintiffs, and appointment of a receiver is asked to carry the judgment into effect; also court costs payment is prayed for.

Complainant-Author Ups His Damage Claim Vs. WB

Damages sought by Irving Gielow from Warner Bros. for alleged plagiarism of his story, "Flirtation Walk," in the picture of the same name, will be jacked up from \$500,000 to \$2,000,000, it was learned Saturday (30) when Gielow obtained a stay of trial of the action for three months from Federal Judge John J. Clevary, N. Y. The court also granted the "composer's" request for permission to file a new action.

Gielow, through attorneys, informed Judge Clevary that he had learned that Warners had made \$1,500,000 on the picture besides \$500,000 on "Merry Melody" shorts based on "Flirtation Walk." Besides suing for the lifting of his story, Gielow also claims Warners' thefted two of his compositions, "Mr. and Mrs. in the Name" and "I Can't Believe" which were used in the picture.

B&K Execs in N. Y.

A delegation of important Balaban & Katz executives arrived in New York over the weekend for conferences with Y. Frank Freeman and other h. o. chiefs. Party included John Balaban, Walter Immerman and Maurice Leonard, latter real estate head for the B. & K. organization. With Leonard on it, may be that building in the B. & K. territory or outside of it.

Lou Schneider of the Interstate circuit in Texas is also in New York while A. H. Blunk has returned to Des Moines after coming on to discuss picture deals.

Chicago, Nov. 2.

John Balaban to New York to discuss Balaban & Katz operating and personnel questions.

Of special importance is the question of rearranging the Chicago clearance and protection set which is starting to cause plenty of nabbe exhibitor yelping.

Other item is the alignment of annuities for the top executives of B. & K.

Educ's Salaries

Washington, Nov. 2.

Five-figure compensation of Earl W. Hammons, president of Educational Pictures, was reported to the Securities and Exchange Commission last week. He received \$74,475 for the fiscal year 1937.

Salary of Al Christie, leading director for Educational, was \$33,875.

THRILL OF A LIFETIME



Paramount's newest, fastest, diz-
YACHT CLUB BOYS at their mad-
at their funniest...JOHNNY DOWNS
cutest...Gorgeous BETTY GRABLE
handsomest . . . Lovely DOROTHY
LARRY CRABBE at his manliest...the
... in brief, a cast studded with
whole works set to music to give

ziest musical comedy . . . with the
dest...JUDY CANOVA and BEN BLUE
and ELEANORE WHITNEY at their
at her bestest...LEIF ERIKSON at his
LAMOUR at her thrillingest . . .
FANCHONETTES at their cleverest
Youth, Beauty, Romance . . . and the
audiences the "THRILL OF A LIFETIME"



Philly-Par Peace Pact Paces General Accord All Over the U. S.

Negotiations between Paramount and numerous exhibitors in the Philadelphia territory having been completed, on a basis favorable to both sides during the past week, speedy ratification of the peace pact reached 10 days ago is expected at today's (Wednesday) meeting of the United Motion Picture Theatre Owners of Eastern Pennsylvania called for the purpose.

Meantime moves are already under way for a similar settlement of the exhibitors' boycott against Par in the Minneapolis zone, with lesser groups which have engaged in the uprising against this distributor also believed inclined to reach peace in the matter. Charles Reagan, western division sales manager of Paramount, is now in Minneapolis where he has already discussed the matter with Al Steffes, militant exhibitor leader, and outlined to him the basis on which peace is being restored in Philadelphia. Reagan is quoted as having made it clear to Steffes that all exhibitors in the stricken Minneapolis zone would be dealt with individually, much the same as in Philadelphia under terms of armistice negotiated there. Although Steffes has indicated that he would expect Paramount to annul the recent court decree entered in its favor there, which it is doubtful Par can do, Steffes has reported to Reagan that he is agreeable to making a settlement along Philadelphia lines.

Another group that is considering a possible peace parley with Par comprises the exhibitors of Wisconsin and upper Michigan who are holding a meeting today (Wed.) at Milwaukee to discuss the Par situation. This group, as well as exhibitors in southern California and Ohio, have been of lesser import in the three months' boycotting campaign against Par.

P. J. Wood, president of the Independent Theatre Owners of Ohio, prime mover in the strike action against Par, who was in New York during the past week, has indicated that he wouldn't raise any opposition in his domain to a peace settlement along equitable lines. There has been no word from Los Angeles but Myke Lewis, Par's district sales head on the Coast, has been advised of the Philadelphia peace pact and is expected to stand ready to any meetings with Southern Calif exhibitors that they suggest.

Because exhibitors have learned that their stubbornness against Par has been costly to them, meantime denying themselves the exhibition of improved Par product that has come through since the strike began, it is believed their disposition to make peace with Par all over the country will result in speed and ease.

In Philadelphia the loss to Par in business amounts to less than might be expected, Neil F. Agnew, v.p. of Par in charge of distribution, placing the figure at \$62,000. This will be reduced an unestimated amount through the settlement reached, as also will be the amount of lost box office business to theatres which now will begin to pick up product that had laid in wait for them.

Judging from the basis of deals agreed upon during the past week in Philly, pending report on them to the UMPTOA prior to signing contracts, unplayed product since Aug. 1 will be picked up except for a minority of pictures of lesser importance. Each situation being different and each account different, certain pictures may play one house but not another, and vice versa, but the average of those not to be picked up by the average indie may amount to no more than what might be normally cancelled out under rejection privileges of contracts.

Terms Misinterpreted

The Philadelphia terms of settlement reached in New York by Par and a UMPTOA committee of three were somewhat misinterpreted and not reported to last week's UMPTOA meeting as agreed upon. Thus, the concessions offered by Par were either over-emphasized or misunderstood as to certain details. Par entered complaint after learning what impressions were left with Philly exhibitors by the UMPTOA peace parley committee, and it was admitted by a member of the play one house that perhaps they had jumped to certain conclusions.

There was no agreement by Par that the company would expect no

40% deals, nor was it agreed that any specific number of pictures would be designated for the various brackets, this being a question of negotiation with each exhibitor account individually. Distributors have no set policy on percentages contract, everything being dependent on pictures and situation, with result an exhibitor who may balk at 35% and a split above a certain gross, preferring to pay 40% straight to the last dollar, is permitted to have it that way. There may be other cases where due to one reason or another the distrib may prefer split deals in a gamble for overages.

Under the Philly deal it has been agreed definitely that there will be no split deals. This is partly understandable because split arrangements are usually preferred with larger circuits operating important first runs.

Desiring to make deals of a fair character, both sides, whatever form they take, Agnew points out that bracketing of pictures and prices, even if on flat rental, will be wholly dependent on conditions enabling the negotiation of an equitable contract. If 30% for the top bracket pictures is what would be desired, that would be the deal. If more or less is the fairest for both sides, then that would be agreed upon.

Adjustments, Individually

Adjustments on last year's deals, also something that cannot be taken care of by a blanket basis of figures but must be up to individual negotiation, will be made by Par, Agnew having informed the Lewen Pizor committee of his willingness in this direction. Committee members asked Agnew if any pictures on last year's contract would be subject to adjustment if they had not justified the allocations in which placed, judging by what they grossed, and he agreed that they would. The extent of such adjustments would naturally differ with various accounts.

Because Agnew indicated he would consider such adjustments, impression got out that 'High, Wide and Handsome' and 'Souls at Sea' on last year's deals would be delivered at last year's prices. This is not true.

The agreement and how it will work, for example, is as follows:

If two pictures in the higher brackets on last year's contract were played and lost money, they would be moved down into a lower bracket. Suppose these two pictures were sold flat at \$100 each. These two would be moved down to the \$75 bracket; two from the \$75 allocation would then be moved down to \$40 and two in latter group to the \$25 average. The differences would be traced to make up would be credited to the exhibitor account.

Then the books would be closed on the 1936-37 contracts and new deals for 1937-38 gone into, these to include 'High, Wide' and 'Souls', since both are this season's features and were not played by the negotiating accounts because of the strike. Whatever prices they are placed in at whatever prices they are sold is to be a matter of individual negotiation. Terms might be 40%, they might be 30% or deal might even be on a flat basis.

The credits on 1936-37 pictures which didn't live up to terms agreed upon, in effect, Par's concession to exhibitors for failure or inability (Par claims it was latter) to deliver six pictures which had been designated on last year's contracts. Par is not unwilling to concede that exhibitors may have been right in feeling they were entitled to these six pictures under old deals despite that the exhibitors were with virtually all companies for years.

So far as new releases are concerned those not picked up since Aug. 1 need not be accounted for. According to Agnew, if an exhibitor doesn't wish to sign for Par News on a year's basis it still won't be necessary to take three months' credit to exhibitors for the loss during the strike. With respect to shorts, unplayed since Aug. 1, deals will be made on a basis of how many shorts the exhibitor can conveniently pick up, while the balance will be cancelled.

Exhibitors who have called on Par in Philadelphia to negotiate new deals so far report they have been treated favorably, while at the Par h. O. Agnew declares the exhibs in that territory are sincerely trying

to make deals that will reflect no loss to Par.

In view of the fact exhibitors declared war on Par without first trying to iron out differences through conference, Agnew has asked Philly leaders that if any grievances come up in future to contact him personally on it or he will come down to Philly, or anywhere else, in an effort to conciliate disputes.

Because of the nature of the court decision in Philadelphia ending all yearly film contracts July 31, Par and other distributors being concerned over what is characterized as a misinterpretation of facts by the court, this case cannot be dropped but must be cleared up in some suitable manner. If it is permitted to stand it may set a precedent for the future that would be dangerous to both exhibs and distrib.

STORY BUYS

Hollywood, Nov. 2. Joe Rock purchased 'White Rider' operetta by Betty Laidlaw and Robert Lively, Hollywood scripter team. 'Death Takes Mr. Kluck,' by Xantippe, produced by Prime Club Productions at Universal.

Screen rights to 'Glitter,' by Katharine Brush, obtained by Warners. 'Disenchantment,' by Ferdinand, the Bull, humorous fantasy by Munro Leaf and Robert Lawson.

Universal acquired screen rights to 'The Last Emperor,' by Evelyn Hendrick, as a Crime Club production.

'One Is Beautiful,' Alice Duer Miller's Satsep story, purchased by Metro. 'Ambush,' Liberty mag serial by Robert Ray, purchased by Paramount.

Advance Production Chart

(Continued from page 23)

Haines; photographed by Arthur Edson. Cast: Pat O'Brien, George Brent, Wayne Morris, Frank McHugh, Doris Weston, Ronald Reagan, Henry O'Neill, Owen King, Dennis Moore.

'GOLDEN BOY,' produced by Bryan Foy; directed by Frank McDonald; original screen play by Crane Wilbur and George Bricker; photographed by James Van Trees. Cast: Dick Foran, June Travis, John Littel, George E. Stone, Dick Purcell, Veda Ann Borg, Ward Bond, Tommy Bupp.

'THE OTTOMAN,' produced by Bryan Foy; directed by William McGann; screen play by George Bricker from play by Ralph Murphy and Donald Gallagher; camera, Warren Lynch. Cast: Hugh Herbert, Allen Jenkins, Marcia Ralston, George Rosener, John Eldredge, Ray Stanley.

'REVENGE,' produced by Bryan Foy; directed by Brezy Eason; original screen play by Abem Finkel and William Jacobs; camera, Ted McCord. Cast: Ronald Reagan, Mary Maguire, Donald Crisp, Edmund Cobb, Max Hoffman, Jr., William Davidson.

'ALGERIAN LIFE,' produced by Bryan Foy; directed by Lew Seiler; adapted from play by Joseph Schrank, based on magazine story by Norman Matson; screen play by Schrank and Robertson White; camera, Arthur Todd. Cast: Frank McHugh, Berton Churchill, Jane Wyman, Ferris Taylor, Dianne Lewis, Cora Witherspoon, Raymond Hatton, William Haade, Tom Kennedy.

'TOVARISH,' produced by Robert Lord; directed by Anatole Litvak; play by Jacques Deval; screen play by Casey Robinson; photographed by Charles Lang. Cast: Claudette Colbert, Charles Boyer, Basil Rathbone, Madeleine Cooper, Isabelle Jones, Anita Louise, Brian Conrad, Morris Carnovsky, Gregory Gae, Fritz Feld, Vladimir Sokoloff, Kurt Bois, Christian Rub, Reine Giano, Montagu Love, George Davis, May Boley, Alphonse Martel, Heather Thatcher.

'PATIENT IN ROOM 18,' produced by Bryan Foy; directed by Bobby Connolly; original screen play by Mignon Eberhart; photographed by James Van Trees. Cast: Ann Sheridan, Patric Knowles, Vicki Lester, Edward McWade.

'ACCIDENTS WILL HAPPEN,' produced by Bryan Foy; directed by William Clemens; original screen play by George Bricker, Anthony Colde-ward and Morton Grant; photographed by Bob Ross. Cast: Ronald Reagan, Gloria Blondell, Addison Richards, Hugh O'Connell, Dick Purcell, Sheila Graham, Kenneth Harlan, Carol Landis.

'WOMEN ARE LIKE THAT,' formerly titled 'THIS WOMAN IS DANGEROUS,' and 'RETURN FROM LIMBO,' produced by Robert Lord; directed by Stanley Logan; original by A. H. C. Carr; screen play by George Markes, photographed by Charles Lang. Cast: Pat O'Brien, Alan Mowbray, Gordon Oliver, Ralph Forbes, Herbert Rawlinson, John Eldredge, Thurston Hall, Grant Mitchell.

'TOO MUCH OF EVERYTHING,' produced by Bryan Foy; directed by Arthur Lubin; photographed by Lawrence Lawrence. Cast: John Negresco and Wally Kline; photographed by George Barnes. Cast: Dolores Costello, Bonita Granville, Donald Crisp, Donald Briggs, Natalie Moorhead, Lucille Gleason.

'HIS BROTHER AND HIS TWIN BROTHER,' produced by Bryan Foy; directed by William McGann; original screen play by William Jacobs and Hugh Cummings; photographed by Arthur Todd. Cast: Billy and Bobby March, Spring Byington, Charles Halton, Jackie Morrow, Bennie Bartlett, Frank Craven.

'HIGHWAY PIRATES,' produced by Bryan Foy; directed by B. Reeves Eason; original screen play by Sherman Lowe; photographed by Ted McCords. Cast: Beverly Roberts, Dick Purcell, Gloria Blondell, Charles Fox.

'BLONDES AT WORK,' produced by Bryan Foy; directed by Frank McDonald; original screen play by Albert Demond; photographed by Warren Lynch. Cast: Glenda Farrell, Barton MacLane, Tom Kennedy, Rosella Towne, Donald Briggs, Kenneth Harlan, Carol Landis.

'HOLLYWOOD HOTEL,' produced by Sam Bischoff; directed by Busby Berkeley; original story by Jerry Wald and Maurice Leo; screen play by Wald, Leo and Ned Maltby; camera, Charles Rosler. Cast: Dick Powell, Charles Langford, Mona Marshall, Keala, Alan, Hugh Herbert, Johnnie Davis, Mabel Todd, Alan Mowbray, Ted Healy, Allyn Joslyn, Eric Stanley, Edgar Kennedy, Benny Goodman and band, Louella O. Parsons.

'GOLD IS WHERE YOU FIND IT,' produced in technicolor by Sam Bischoff; directed by Michael Curtiz; story by Clements Heller; screen play by Warren Duff and Robert Buckner; photographed by Sol Polito. Cast: George Brent, Olivia de Havilland, Claude Rains, Margaret Lindsay, Tim Holt, Russell Simpson, John Littel, George Hayes, Pat West, Marcia Ralston.

'THE ADVENTURES OF ROBIN HOOD,' produced by Henry Blanke; directed by William Keighley; original screen play by Norman Reilly Raine and Seton I. Miller; photographed by Tony Gaudio. Cast: Errol Flynn, Olivia de Havilland, Ian Hunter, Claude Rains, Basil Rathbone, Patric Knowles, Eugene Pallette, Melville Cooper, Herbert Mundin.

'SWING YOUR LADY,' produced by Sam Bischoff; directed by Ray Enright; original by Kenyon Nicholson and Charles Robinson; screen play by Joseph Schrank and Maurice Leo; photographed by Arthur Edson. Cast: Betty Davis, Henry O'Brien, George Brent, Helen Brown, Frank McHugh, Allen Jenkins, Eddie Acuff, Nat Pendleton.

'A SLIGHT CASE OF MURDER,' produced by Sam Bischoff; directed by Lloyd Bacon; play by Damon Runyon and Howard Lindsay; screen play by Runyon, Lindsay and Earl Broward; photographed by Sid Hickox. Cast: Edward G. Robinson, Joan Blondell, Ruth Donnelly, Edward Brophy, Harold Huber, Willard Parker, Allen Jenkins, George E. Stone, John Littel.

'JEEZELE,' produced by Henry Blanke; directed by William Wyler; no word credits announced as yet; photographed by Ernest Haller. Cast: Betty Davis, Henry O'Brien, George Brent, Helen Brown, Frank McHugh, Donald Crisp, Gordon Oliver, Richard Cromwell, Spring Byington.

Guild Moves to Aid Extras, Bit Players, Casting Chiselers Under Fire

Phillips Upped to Head Par's Realty Interests

E. Paul Phillips has been appointed in charge of the real estate department at Paramount, taking control of duties which have been under the direct supervision of Y. Frank Freeman, home office v.p. Freeman, who came up from Atlanta to head real estate after Ted Young died in 1932, has since risen high in Paramount ranks, now being v.p. in charge of all theatre matters and a member of the board. His delegation of real estate operations to Phillips relieves him of the extra duties of running that department.

Phillips, one of Freeman's lieutenants, came into Par when the company went into receivership, acting as liaison between the trustees and Par. He is an attorney and was a major in the air corps during the war.

SISK 'CERTIFIED'

Hollywood, Nov. 2. Robert Sisk will produce 'Certified' at Radio. William Spiers originated.

Hollywood, Nov. 2. Screen Actors Guild, having blocked move by the International Alliance of Theatrical Stage Employees to assume jurisdiction over actors, is now centering its activities on betterment of working conditions and pay for extras and other junior members. Investigation of Central Casting Corp. by committee of Junior SAG has already resulted in ban on chiselers and runners who operated out of Central Casting and directed from studios.

SAG is attempting to ascertain if certain producers are trying to reduce costs by placing \$5.50 extra calls instead of the usual \$2.25 check. After \$3.20 check was abolished under Guild shop contracts, extras claimed they were being called on \$5.50 checks, but being told what kind of costumes to wear. Complaints were filed with Kenneth Thomson, executive secretary of SAG, and Aubrey Blair, business manager.

Hundreds of complaints were called to attention of producers and thousands of dollars have already been collected for players on claim adjudicated by conciliation committee. Investigation will be continued until all complaints have been eliminated from Central Casting.

Next NLRB Hearing Set

Nov. 22 has been set as tentative date for next hearing by National Labor Relations Board on complaint filed by film industry craft. Charges of Society of Motion Picture Art Directors, Society of Motion Picture Set Designers and Society of Motion Picture Art Directors that producers have refused to negotiate with them will be consolidated into one case.

Dr. Towne Nylander, regional director for NLRB, and William Walsh, special attorney, will return from Washington this week to start preparing government's end of hearing. Felix Cunningham is counsel for these organizations.

Upon completion of these cases NLRB will then hear complaint of Screen Directors' Guild that producers have refused to negotiate working agreement covering directors, unit managers and assistant directors.

Society of Motion Picture Film Editors and Script Clerks Guild also have threatened to appeal to NLRB unless producers resume negotiations this week.

Conciliate Weiss Payoff

Collection of \$400 by SAG from Louis Weiss, independent producer, on contract of Sherwood Bailey, under which player never was called to report for work, is expected to go to conciliation. Bailey signed contract to appear in one picture not to exceed 35 working days, to start in August. When he had not been called to work on Oct. 11, player appealed to SAG for collection.

SAG checkers threatened to pull Guild members from cast of 'Mysterious Pilot' unless payment was made. Weiss paid under protest, but intimated he would submit claim to conciliation committee.

CONTRACTS

Hollywood, Nov. 2. Henry Hull signed playing term at Metro.

Lucille Ball's RKO contract torn up by a court subpoena.

Rosemary and Priscilla Lane signed terms at Warners.

Columbia picked up option on Mary Pickford.

Sam Holman's scripting ticket at 20th-Fox picked up for another year.

Warners validated its option on Richard Dix.

Jack Yellen's option grabbed up at 20th-Fox.

Hi Moulton and Russell Cheever, 20th-Fox musicians, had their options lifted.

Radio took up its option on Jack Cooper.

Wm. C. Coe signed a Warner playing term.

Metro issued new term ticket to Ann Rutherford.

Joby Jordan, Atlanta deb. signed to an acting term by Advance Pictures.

Don Ryan and Kenneth Gamet, Warner's signing duo, been handed over to options with upped pay-offs.

Radio has grabbed Jack Carson's option.

Warner's option secured for another six months at 20th-Fox.

"ALI BABA" WINS!

**VOTED EDDIE CANTOR'S
GREATEST PICTURE
IN NATIONWIDE BOX-
OFFICE LANDSLIDE!**

Patrons storm theatres to see
"Ali Baba Goes To Town" shouting
"We Want Cantor!"



Returns from key cities show it topping 20th's highest-powered musicals, such as "Life Begins in College," "Thin Ice," "Love Is News," or "Wake Up and Live" in ROCHESTER, RICHMOND (day-and-date,) MILWAUKEE, ST. LOUIS, SPRINGFIELD, MONTREAL, MIAMI, CHICAGO, BRIDGEPORT! Just an indication of how it's going to town in your town!



THE KEYSTONE
OF YOUR FUTURE

Since U's Losses Not 'Wilful,' Court Denies Suit; Tippet Vs. Co.

An effort to force Universal Pictures Corp., to produce its books and records in court for inspection turned out to be a dud Friday (29) when N. Y. Supreme Court Justice Samuel L. Rosenman denied the Murita Trading Corp., as a stockholder, a mandamus order for the production of the books. Judge Rosenman held that as no charge of mismanagement of the affairs of the company was made by the applicant he was not entitled to a peremptory writ. The suit was directed against the officers and directors of the company who took over control in April, 1936. Murita asked the inspection to have the company dissolved on the ground that it had consistently sustained losses estimated at nearly \$7,000,000 since 1930. In denying a peremptory mandamus, Judge Rosenman allowed the plaintiffs to apply for an alternative writ which would be decided by a jury.

Murita, through its attorney, Harold A. Gates, in its application for the mandamus, stated that the trading corporation was a holder of 160 shares of Universal Co. stock which it bought in July, 1936. Its motive, the attorney explained, was because Murita was "alarmed" over the huge losses sustained by the company and feared that the capital stock of the company would be impaired. Also that it had not paid dividends for several years.

In opposing the application, attorneys for the company characterized Murita's action as a "fishing expedition" and was brought in bad faith and its only purpose was to compel Universal to repurchase Murita's stock at a higher than market price. It also charged the request for a mandamus was a means to bludgeon the company. The attorneys denied the trading corporation was a stockholder of record, as required by the Delaware laws under which Universal is chartered, and had no standing in such an action.

"The applicant," Universal pointed out, "was aware of the losses the company had sustained when it purchased the stock. These losses were listed on the stock exchanges and with the Securities Exchange Commission. The knowledge was voluntarily offered to the applicant by the company, but it was ignored. The petitioner speculated on the calling in of first preferred shares when the present officers took over the management of the company and re-capitalized it with additional capital."

The present management of the company took over control after Carl Laemmle had sold his interest in Universal for \$2,400,000. The new management put in \$2,025,000 and the Bank of America loaned it \$3,500,000, which latter loan has been reduced to \$2,129,000. In an affidavit opposing the Murita application, Robert H. Cochrane, the company's president, declared "We are about to turn the corner and the next few months will be Universal's and a profit-making basis. The new management inherited the losses, mentioned in the application, which were the result of lack of working capital."

In its petition Murita charged the company with paying excessive salaries to its officers, pointing out that Cochrane has a five-year contract at \$17,500 a week; J. Cheever Cowdin the same salary as chairman of the board; Charles R. Rogers, as production chief at \$2,000 a week, and Willard S. McKay, v.p. and legal chief at a retainer of \$1,000 weekly. The losses computed by the Murita company sustained by Universal since 1930 and up to April of this year totaled \$6,880,418.

Judge Rosenman wrote a long opinion denying the petition chiefly laying stress on the fact that Murita did not accuse the officers and directors of Universal with wilful mismanagement. The court pointed out it was denying the writ on point of law and that it was for a jury to decide on whether Murita was entitled to sue as a stockholder and whether the company's losses were due to mismanagement.

\$600,000 Laemmle Suit

Details of the \$600,000 conspiracy suit brought in the N. Y. supreme court against Universal Pictures Corp., Carl Laemmle, et al., by the John D. Tippet Corp., dealers in raw film stock, were revealed last week when attorneys for Jules E. Brul-

tour, also defendant, asked the court to vacate an order for examination before trial. Other defendants in the suit are Eastman Kodak, competitor of the plaintiff corp.; the Print Stock Corp., said to be controlled by Carl Laemmle; former U. president; Lemmie and his brother-in-law, Maurice Fleckels. The latter, in 1929, bought 50% of the Tippet Corp. stock. The Brulatur motion is due to be heard today (Wednesday).

In his complaint, Tippet alleges that the defendants through a conspiracy induced Universal to repudiate a five-year contract to purchase raw materials exclusively from his concern. This was done, it is alleged, for the purpose of giving the business to Eastman and its agent, Brulatur. As a result, Tippet claims, his firm was damaged to the extent of \$600,000. Brulatur has filed the only answer to the suit and makes a general denial.

Tippet alleges in the complaint that his corporation and Universal entered a five-year agreement in June, 1932, under which U. was to purchase raw material exclusively from the plaintiff. Later it is asserted Consolidated offered Universal loans of \$500,000 and \$1,000,000, the money to come from Eastman, provided Universal gave its business over to Eastman and Brulatur, et al. Subsequently, Tippet alleged, Universal asked him for a loan of \$50,000 and it was refused. Tippet says Laemmle then told him he could get the loan from the others provided Universal breach its Tippet contract. In February, Consolidated did loan Universal \$100,000, and Universal immediately repudiated the Tippet contract. The part alleged to have been taken in the matter by Fleckels was to induce Laemmle and Universal to breach the agreement and turn over its business to the other defendants for a commission and a large weekly salary. The Print Stock Corp. was to share 50-50 on the Fleckels commissions. Tippet also avers that the latter corporation was formed by Laemmle "to make secret and illegal profit out of sale of raw stock to Universal."

Plaintiff states that delay in bringing the action was because of Laemmle's promise that the original contract would be renewed as soon as Universal repaid the loan made to it by the other defendants.

Mpls. City Council Reverses Itself, OK's Griffith Bldg. House

Minneapolis, Nov. 2.

Reversing its policy, the city council here voted 15 to 1 to grant a license to H. L. Griffith, an independent, to build and operate a new \$100,000 theatre on an uptown business street adjacent to an exclusive residential section. A number of other applications for permits to construct new showhouses that have been withheld now are expected to be filed with indications that they, too, will receive favorable aldermanic action. In all instances, the prospective builders are independents not now engaged in the show biz.

Previously the council had gone on record not to issue any more permits for new theatres on the grounds that the city already is over-seated, that theatre construction would be jeopardized and that the standard of film entertainment would be lowered if additional theatres were built.

The Minnesota Amus. Co. (Publix) and many independent exhibitors have been opposing additional theatre construction, claiming that Minneapolis has more theatres in proportion to population than other cities. Griffith had threatened a court suit to compel issuance of the permit. He contended that present exhibitors are not entitled to any monopoly and that he has a right to use his property as he desires.

GARRETT CUTS IN

Hollywood, Nov. 2.

Universal will make either 'The Black Doll' or 'The Lady in the Morgue' as its next Crime Club whodunit, starting date set for Nov. 15. Irving Starr and Larry Fox are co-producers, with Otis Garrett, former U. cutter, getting his first megging shot.

Six-Figured Serial

Hollywood, Nov. 2.

Republic will start its new serial, 'The Lone Ranger,' around Dec. 15 with a budget of \$125,000, heftiest yet given a chapterplay.

Sol Siegel will produce and a search is under way for a player to enact the principal role.

'Reels Combine In Nix to Pay For Grid Games

Newsreels decided this week to resist all future encroachment by universities and colleges in handling of football games. Attitude of most newsreels is that they will be given a free hand in coverage of gridiron contests or else the institutions of higher learning will have to get along without the resultant publicity.

Gathering of representatives from all five newsreels, Paramount, Pathe, Universal, Metro 'News of Day' and Fox Movietone, was held Monday (1) to take up matter of collegiate demands. Outcome was that a new firm stand was adopted, gist of which is that newsreels will do their own photography and all details of football contests. Alternative is that colleges and universities will be ignored if refusing newsreels admission to games.

Entire matter of football coverage of university games was brought to a head by the tactics adopted by the University of Minnesota athletic department over the Gopher-Notre Dame battle last Saturday (30). All five reels were told that one local Minneapolis-St. Paul firm would do work at a stipulated fee. Universal refused, and Metro, Fox and Pathe ordered footage but subsequently decided not to release it. Paramount made it a local release for Minneapolis and St. Paul, and is understood to be handling the national release.

Meeting of newsreels Monday upheld the right to do own covering on athletic contests the same as any other news event. As one spokesman suggested, "We might as well quit making newsreels in a year or two if we once give in to one school on the matter of covering news; others will follow with the obvious outcome."

Though newsreel executives have been aware of restlessness among college athletic authorities in the past year or 18 months, the Minnesota instance apparently is the initial move to usurp newsreel prerogative of news handling. This new tack by institutions of higher learning presumably was stirred up because of the extra coin they obtain by selling gridiron rights to radio sponsors. Now other radio interests, not in on these exclusive contracts, feel the brunt by being virtually barred from the games in question.

'Moll' Goes to Werker

Hollywood, Nov. 2.

Assignment to direct 'Blonde Moll' goes to Alfred Werker at 20th-Fox, with Sol M. Wurtzel at the production helm.

Phyllis Brooks and Ricardo Cortez will be co-featured. Script is being prepared by Frances Hyland, Lester Ziffren and Robin Harris.

Shuberts Lose 10G Suit

Vs. WB on Technicality

Suit brought by Select Theatres Corp. (Shuberts) against Warner Bros. for alleged piracy of the musical play, 'The Auditor,' in the WB picture, 'Ready, Willing and Able' was dismissed Monday (1) by Federal Judge John C. Knox, N. Y., on a technicality. Plaintiff has 15 days to file an amended complaint.

Suit was for \$10,000 and an injunction and accounting.

Voight at Republic

Hollywood, Nov. 2.

Republic has established a studio blurb mill with Hubert Voight in charge.

Aides in the new press department will be Fred Ingalls, Bob Englehardt, Bill Newman, Otto Dyar and Irene Saltern.

Recent Move by Majors and Indies To Eliminate Giveaways Regarded As Healthy Sign by Vet Theatremen

There is more in the move of major circuits and certain independent chains to abandon game giveaways than appears on the surface, check of trade leaders revealed this week. Growing conviction among veteran exhibitors is that giveaways no longer have their old appeal with audiences or at least their drawing power has been diminished to such an extent that it is dubious if the extra expenditure is justified.

With old-line showmen this is indicated as a healthy sign as it will mean greater stress in actually selling each new program rather than depending on giveaways for that extra business. Urge of potential film house patrons to reach for the pot of gold offered as an inducement for seeing the show has been deadened by repeated failure to cash in. A percentage of filmgoers are beginning to sour on the old procedure of seeing (1) two features of questionable quality (or at least one of this variety), (2) witnessing a house manager or one of his stooges attempting to be witty as the games are conducted, and (3), watching but a few in an audience of 500-1,500 cop the prizes.

Some exhibitors are beginning to think that the audience which formerly went for these contests now is spending his coin to see the better show, even if he has to change houses in order to do it.

While both RKO and Loew's have agreed in writing to the ITOA that it will be happy to cut it out, it will do so only if all other operators in Greater New York agree to the same, otherwise no dice. Nate Blumberg went on record to this effect for RKO, C. C. Moskowitz for Loew's.

While neither RKO nor Loew's are known to have been informed of recent exhibitor moves by name, it is reported the faction opposed to killing the nites is led by the Sam Cocalis and A. H. Schwartz (Century) circuits, both powerful in Loew and RKO territory.

Loew's RKO chains are both

anxious to have an end to banknits, having put it in only because the indies went in heavily for this form of b.o. stimulation.

Boothman Fatally Burned, Manager In Critical Condition

Fort Valley, Ga., Nov. 2.

Homer Hall, projectionist, was fatally burned and Bryant Williams, theatre manager, was reported in a serious condition at Macon hospital following a blaze that started in projection room. House was packed at the time of the fire, but all patrons made their way to safety, except a 13-year-old girl, who suffered a dislocated knee and ankle injury in the crush.

Williams was burned when he went to Hall's rescue after the explosion in the booth had apparently started the fire. With the projection room filled with fumes, two men were trapped when door slammed shut upon them. Williams shoved Hall through tiny hole in roof of flaming booth and managed to crawl through himself. Hall died from injuries in Macon hospital Oct. 30, day following fire.

Ocean City, N. J., Nov. 2.

Strand theatre, on the boardwalk here, was totally destroyed in a \$75,000 fire Wednesday (27). Blaze for a time threatened large portion of the walk and other amusement spots.

House, operated by Strand Theatre Co., which also runs other three houses here, narrowly missed destruction in disastrous blaze of Oct. 11, 1927, which destroyed a large section of the boardwalk and was checked just before it reached the theatre.

New York Theatres

There's a Better Show
at the **RKO THEATRES**

CAPITOL 12th St. & Broadway
LAST TIMES
"DOUBLE WEDDING"
Starring Thelma Houston
Greta GARBO-Charles BOYER
in the Picture "The Sign of the Cross"
"CONQUEST"

Loew's STATE 14th St. & Broadway
LAST TIMES
"THE GOOD EARTH"
Starring Thelma Houston
Spencer TRACY-Louis RAINER
in "BIG CITY"
TED LEWIS & BAND

ERROL FLYNN
"THE PERFECT SPECIMEN"
2ND WEEK!
Doors Open 9:25 A.M.
Broadway & 47th St. 25c, 1 P.M.

PARAMOUNT SQUARE
Marilyn DIETRICH
"ANGEL"
Herbert MARSHALL
and Melvyn DOUGLAS
IN PERSON
TOMMY DORSEY
And His Orc

Starts Friday Eve. Nov. 5
"HOLD 'EM NAVY"
A Paramount Picture—with
Low Ayer—John Howard
Bobby Baker—Elizabeth Patterson
CRITERION 25c
Doors 9 A.M. Midnight Shows to 1 P.M.

7th Av. & 50th St.
ROXY
ALL 25c TO SEATS 1 P.M.
Shirley Temple in "HEIDI!"
On the Stage
Stone and Collins
3 Nonchalans
and Geo. Prentice

SEADLER BACK TO N. Y.
Hollywood, Nov. 2.
St Seadler, Metro ad chief in N. Y., hauled back east Tuesday after a three-day product huddle with studio execs.
He is due back on the Coast for another session, but no date set.

RADIO CITY MUSIC HALL
"THE AWFUL TRUTH"
with
IRENE DUNNE
Spectacular Stage Productions

A. F. M. MAKES CONCESSION

Petrillo Sets New Wage Scale

Chicago, Nov. 2. Agreement has been signed by James C. Petrillo, head of the Chicago Federation of Musicians, giving members of the Chicago local the highest wage scale in the history of the labor movement.

In a deal already set with Columbia and Mutual networks, and practically signed with the NBC web, the members of the Chicago local will get a seven-day pay for a five-day week basis starting with a new agreement on Jan. 15, 1938.

Musicians have been working on the radio here on a six-day basis for which they drew seven days' pay for some time, but with the new contract they will get seven days' pay for five days' work. The local 'day' is figured as five hours in Chicago, which means that the Chicago musicians, in the new Petrillo ruling, will get as high as \$150 a week for 25 hours' work per week.

New contract is a three-year term, running to 1941. In the third year the rates automatically jump, going from \$140 to \$150 for commercial jobs, from \$110 to \$120 for sustaining spots. Terms for single engagements jump immediately on Jan. 15, hopping from \$16 per engagement to \$24, a straight 50% hike in scale.

Also under the terms of the new deal put through by Petrillo, there will be a 50% increase in the notice period, with new terms calling for a six-week notice of termination of employment instead of the present four weeks.

Only item holding back the NBC deal is rule 34 in the Wage Scale Rules and Regulations in the by-laws of the Chicago Federation of Musicians in regard to radio broadcasting. Rule 34 concerns Unfair Stations in the following manner: 'In case any station or stations should be declared unfair, forbidden territory, or defaulters to members of the A. F. of M., other stations which remain fair agree not to furnish any music, either directly or indirectly, or by remote control during the period that any station or stations are so declared unfair, forbidden territory, or defaulters.'

NBC, however, has already given its assent to the other terms of the new Musicians' Union contract as far as wages, scale, hours, etc., are concerned.

WEBER YIELDS TO STATIONS

Agrees to Not Insist Broadcasters Abrogate Existing Contracts With Other Stations on Unfair List

CLEAR WAY

Negotiating committee for the network affiliated stations scored an important point Monday (1) when it induced Joe Weber, American Federation of Musicians prez, to revamp completely the provision in the uniform contract which placed a station's obligation to the union above any prior agreement with associated outlets. Final revisions of the AFM contract were being put into exact legal form by AFM and committee counsel, and it is expected that copies of the contract will be mailed to the stations concerned by Friday (5), with recommendations by the committee to the broadcasters sign it.

Contested clause in the contract which caused a reopening of the negotiations would have barred a signatory station from carrying out any previous program servicing obligation with a station which has refused to employ musicians or has violated its agreement with the union. In asking that this provision be deleted the committee assured Weber that any lawyer acting for a station would strongly advise against signing this contract on the ground that it would entangle the station in conspiracy and damage suits. Weber was told a poll by the committee disclosed that few stations would accept this agreement as it stood and that unless he changed the language of the disputed clause so as to relieve the stations of any intra-policing burdens there wasn't a chance of immediate peace between the AFM and the affiliated broadcasters.

AFM the Policeman

As rewritten, the uniform contract does not bind the signatory stations to take any action whatever against recalcitrant outlets. AFM becomes the sole executor of pressure, and it now has the right to abrogate the entire agreement with the network affiliates if the international comes to the conclusion that the industry has not employed what it deems to be a satisfactory number of additional musicians.

With the network affiliates obli- (Continued on page 46)

Six Top Coin Radio Instrumentalists Go West as N. Y. Air Production Offs

Costly Education

Hollywood, Nov. 2. Agencies with Coast radio offices are paying a pretty penny on some cases to have their reps wised up on the ways of buying talent for their air opuses. When percenters ran into a situation where several spots were cutting in on their commissions they decided to do something about it. Instead of squawking against the practice the lads did the next best thing. They tackled on enough additional to their client's price to take care of the 5% lost to another agency which had worked out an arrangement for an override on all talent booked for certain shows.

That dropped the buck right into the sponsors' lap and so far they're taking it 'in the right spirit.' One agent said it all comes under the head of education and that the price is not near what they've paid in years gone. Split commissions on talent are in effect on a half dozen airshows and unless the sponsor kicks they figure why should they. They're getting theirs and that's the only item that interests them.

'ARABESQUE' GOES ON

Program That Did CBS Yeoman Service Now on WGAL

'Arabesque,' one of the best-known and remembered radio dramatic series of all time, has finally bagged its first sponsor—some 10 years after its debut. WGAL, Fort Wayne, is carrying the dramatizations for the local Morris Plan.

History of 'Arabesque' began 10 years ago when the series was riding CBS. David Ross got his first air recognition by reciting the opening lines to each episode: 'Drifting sands and a caravan, and a woman's veiled smile.'

That was that era, far back the radio road, when a prospective sponsor demanded a new program if he went commercial. Columbia, unable to sell a program already launched as a sustainer, hit upon the idea of selling a newly framed program into the niche 'Arabesque' occupied, in view of the audience accustomed to tuning in at the precise time. This stunt was worked half a dozen times by CBS in getting new commercials on the ozone. After nearly three years' running, the series wound up.

Latest in radio to join the trek to Hollywood are the freelance musicians whose top rating as specialists around commercial programs have accustomed them to weekly earnings of between \$300 and \$500. With most of the major variety shows emanating from the west Coast, the incomes of this group has been hard hit. Some of them figure that even if they have to pay for local standbys they will fare better on the Coast than they would by depending on the substantially reduced pickings in New York.

These specialists are used to working on between eight to 10 commercials a week with each job paying them away over the prevailing scale. Most of them can now find assignments on only one or two shows. The freelancers who are doing better than this are those who are with contractors that control the few remaining commercial dates around New York. For instance, the same contractor handles the Mark Warnow and Harry Salter programs, while another contractor takes care of the personal requirements of the Gus Haenschen and Victor Arden units. As things now stand these four leaders have the commercial work pretty well tied up among them.

Among the top freelance instrumentalists of Local 802 membership who are already on the Coast are arranging to do what are Manny Klein, trumpeter; Harry Blatnik, violin; Artie Bernstein, bass; Dave Klein, trombone, and Lyle Bowen and Larry Blynion, both saxophonists.

Under the regulations of the Los Angeles local out-of-towners are required to pay for standbys unless they have been registered with the L. A. union for six months.

CBS TO MOVE SOME HOUSE SHOWS WEST

Columbia expects Hollywood to become the main originating source also for studio-bred sustaining programs and in the very near future. As soon as the building construction which it is doing in the film colony has been completed the network will start shifting much of the sustaining load in that direction.

CBS execs describe the impending drift as one strictly motivated by economics. Hollywood is swarming with all sorts of talent trying to crack pictures, or that already has some experience in films. With the supply big and the chief objective of this material being the screen, the network figures that it can be picked up so much cheaper than the talent available in New York.

As the broadcast studios become available on the Coast staff producers and writers who have had grooming in the network's New York layout will be transferred west. One Hollywood-built sustainer which has lent much encouragement to the idea of doing lots more sustaining things from that point is the 'Hollywood Show Case,' aired late Sunday evenings. Lud Gluskin conducts this one, while Don Bernard is the producer.

BURNS & ALLEN AND GRAPENUTS DICKER

Burns and Allen and Grape Nuts (General Foods), are in the throes of a renewal 'o' contract. New binder would, like the current one, be for 39 weeks. Young & Rubicam is doing the talking for the account.

Present agreement expires at the end of 1937.

SPONSOR GETS 1,290 BOWES DUCATS

Squawks of working newspapermen on the difficulty of getting tickets to the Major Bowes broadcast has resulted in a good deal of attention to the subject. Memo-writers of CBS, Ruthrauff & Ryan and Bowes' own offices were apparently busy last week following the spotlighting of the ticket situation in last week's VARIETY.

Dave Lipton for the Bowes office explains that out of 200 seats allotted the Major weekly 80 are regularly mailed to all the radio editors and wire services in Greater New York. 50 are reserved for audienceers and their immediate families, 25 are assigned to the Bowes booking staff, etc. Balance is distributed by the Major to his friends. Latter, many of them celebrities in own right, have given the broadcasts considerable of a social tone. This resulted in impression that Park avenue was getting the green light at the expense of all others.

Bowes has his own ushers and box office girl handle his list at the CBS playhouse. Down front rows are roped off for the special guests, his own and Chrysler's. At broadcast time, however, empties are allowed to be filled. There are usually standbys.

CBS gets 80 tickets, but only 10 of these show up at the press desk, where the bottle-neck that apparently caused a lot of the newspaper friction occurred.

Barry Ryan, Jr., speaking for Ruthrauff & Ryan's end of the distribution of the 1,500 ducats, states balance of 1,290 tickets go out from the agency to Chrysler dealer organizations as determined by the account.

MYRON KIRK DENIES GOING INTO FILMS

Myron Kirk, v. p. in charge of radio for Ruthrauff & Ryan, denied Monday (1) that he was considering the acceptance of a picture production berth.

Kirk said that he had been approached by one of the major studios but that the thing had not even reached the negotiation stage.

Bill Wiseman, newspaperman now on staff of WOW, Omaha

STAFF INCREASE AT R&R

Pete Barnum, Herschel Williams, George Nobbs Join Agency

Three new ones have been added to Ruthrauff & Ryan's radio production staff in the New York office. They are Pete Barnum, Herschel Williams and George Nobbs.

Barnum comes from Young & Rubicam. Williams was formerly with Benton & Bowles and J. Walter Thompson, while Nobbs hails from WHN, New York.

Radio Is a Perfect Lil Gentleman; Newsprint Not So Well Behaved

Washington, Nov. 2.

Purity of radio advertising was demonstrated again this week when the Federal Trade Commission reported that only a minute proportion of continuities require second checking for misleading statements.

Attesting to the frankness and honesty of airwaved blurbs was the comparison between scripts and printed advertisements which appeared on their face to be suspicious. Percentage of miked patter set aside for second reading was only one-third as great as the amount of printed stuff which justified more study.

With webs and individual stations playing ball, the Commish scanned nearly 500,000 pieces of copy and found only 24,558 contained anything which called for more deliberate pondering. Out of this volume, the government scrubbers threw out all but 1,275 cases which seemed to need a third review and possible punishment. Thus only one out of every 399 pieces of radio copy found upon final analysis to come close to infringing on the law.

The performance by newspapers and magazines was considerably less flattering. Out of 136,639 ads appearing in printed media the Commish found 22,662 with allegations that seemed false or misleading. These formed the basis for 2,317 prospective complaints or stipulations to quit offending.

The bulk of the work by the F.T.C. uplifters related to local advertisements over individual transmitters. Commish went over 439,393 broadcasts by different stations and 20,993 broadcasts via chains. Nearly 1,000,000 pages of copy were ogled, with web scripts running to 10 pages apiece. Special board went over 959,284 pages during the past fiscal year, a daily stint of 3,145 pages.

Edward McGinley, control operator at WJEF, Hagerstown, has left station to return to school. Sam Booth new to commercial staff.

Frank M. Smith Quitting Radio Biz; Shouse to WLW, Merle Jones to KMOX

Cincinnati, Nov. 2.

In order to accept an offer outside radio that he's been stalling for some time, Frank M. Smith has asked WLW to accept two months' notice. He's been with the station nearly three years as sales manager. If convenient to the Crosley management, Smith will probably pull up stakes in mid-December so as to have an interval for resting before taking his new job.

Smith has asked that a successor be named as soon as possible so that he can break him in with a minimum of confusion to the organization which has been without a general manager several weeks but is scheduled to acquire James Shouse of KMOX, St. Louis.

Shouse, a CBS-trained executive, replaces William S. Hedges, NBC-trained and once more an NBC v.p., as the WLW head man on operations. In turn Shouse will be replaced at KMOX by Merle Jones of CBS Radio Sales.

One of the youngest sales execs in the business, Frank Smith, who came to WLW from the Blow agency, has been prominently identified with the recent development of the WLW Line. He is due in New York this week to consummate some pending deals in the same connection.

Shouse is one of several broadcasting executives to use KMOX, St. Louis as a springboard to greater prominence. KMOX has been active in production, merchandizing and in departments that fit the Cinéy situation perfectly as a background.

Chicago, Nov. 2.

Moving in to fill a vacancy in the ranks, A. E. Joscelyn joins the local sales staff of Radio Sales. Brought in by J. Kelly Smith, national sales chief, to fill gap caused by departure of Merle Jones to head KMOX, St. Louis and the upping of Paul Wilson to local RS head.

Joscelyn comes in from local office of Price & Peters.

FIDLER QUOTED AS SAYING NBC WOULDN'T DARE OPPOSE PROCTER & GAMBLE WISHES

Air Gossiper Also Boasts of Tipster System Inside Hollywood Studios—Sees Move to Stop His Reviews of Films.

San Francisco, Nov. 2. Upstart film gossip programs echoed here last week when Jimmie Fidler, in town on a visit, gave a statement to radio editor Herb Caen of the Chronicle and other local columnists based on the tipster system.

Caen quoted Fidler as saying: "An attempt to keep me from reviewing new films the way I see them and telling what I know of the inner workings of Hollywood might be made. But it will never succeed for two very good reasons."

"In the first place, Fidler pointed out to Caen, there is the little matter of his sponsor (Procter & Gamble) spending roughly around \$500,000 a year in radio advertising."

"Do you think," asked Fidler, "that it would be good business for the network to lock jaws with my mouth, who likes what I say and wants to keep on in exactly the same manner? Of course not!"

Besides, Caen credited Fidler with saying, the corporations behind his two nearest rivals—Walter Winchell and Sidney Skolsky—likewise spend huge amounts of NBC cash, figures revealing that the three sponsors concerned were responsible last year for exactly one-third of NBC's entire annual income.

Has Tipster System. In the second place, Fidler added, if the film lots bar their doors to the chatters, which also has been proposed more than once, he would continue to get as much inside news, if not more than he does now. He explained to Caen that he has 24 tipsters on my payroll, and all 24 hold key positions in major studios. I'm the only one who knows their names. When they phone in a story—and this may sound a little melodramatic to you, but it's true—they identify themselves merely as "Operative 7" or "Operative 1001," whichever it may be.

"I don't have to go near a studio to get my news. The truth is, I rarely do. But even if the doors were locked to me, my assistants would continue to get me the news, and if a censorious agency imposed, you can bet that news would be more interesting than ever."

If the rumored NBC clampdown becomes a reality, Caen expressed the opinion that Fidler will not be hurt. He wrote:

Fidler has been on the air for years. He has the greatest following in his particular line, and, in his way, is as much a radio institution as Jack Benny.

"He is here to stay, and in his present form, if only because his sponsor would object just as strenuously to a change in his style as Jack Benny's sponsor would kick about restriction hung around the neck of the king of comedy."

"Banzi for NBC!" cheered Claude La Belle in his column in the News. "The announcement that steps are going to be taken to clear the scandal commentators from the air is the best news this writer has heard since he started putting in his 20th year about radio."

La Belle feels that rumored tightening of the reins is only a start toward a complete new handling of cinema news broadcasts. He hopes that Felix Lohr will go a little further; he added, "and leave them entirely out of the ether. Perhaps I'm wrong, but I can't believe that the general run of air listeners are keen about inside scandal about Hollywood—or any other personalities...."

While the trouble with all commentators, it is the Hollywood gossip that is the worst.... Now the point to me is that even in Hollywood there can't be as much scandal as that which is delivered in a week over the air."

Freedom of the Air. Anticipating rebuttals, La Belle provided an answer: "Nor do I want to hear anything about the freedom of the air. No one will ever attack a free press or a free air as long as a certain amount of decency governs said press or said air. But dirt-slinging is dirt-slinging, and free or unfree, the air ought to be washed of it."

Although not expressing himself in print, Bob Hall of the Call-Bulletin

verbally agreed with Caen that films and screen stars should be able to stand up under any honest criticism.

Donnell, in the Examiner, admitted that his 'more or less shock-proof department' had been amazed recently by the boldness of one of the better known film gossip columnists who had verbally annihilated a well known star, and implied his agreement with the NBC policy. Referring to the rise of the Hollywood dirt-dishers to dizzy heights during the brief span of their spectacular careers, he declared, "It was a great racket while it lasted."

Hollywood, Nov. 2.

Don Gilman, western division proxy for NBC, last Wednesday (27) told L.A. radio editors at a round table discussion that there are entirely too many gossipers on the air and that there isn't enough interesting and worthwhile material around the studios to satisfy the lust of the dirt-dishers. He said the chain will continue to maintain a vigilant watch over the material used by the gabbers and that the blue pencil of censorship will be poised to expunge any copy that does not measure up to the net's standard of decency or that might border on libel.

Ben McGlashan, president of L.A. Broadcasters Association, said that body would be willing to curb vicious gossip concerning picture personalities if such a request is made by any picture studio officials. However, he said, it has been the policy of most independent operators to step on any scandalous mouthings before the gossipers have a chance to reach the mike.

Scandal-mongering has no place in radio, declared Harrison Hollway, general manager of the Earle C. Anthony stations, KFI-KECA (NBC affiliates). He added that radio has too much in common with the picture industry to contribute to the delinquency of such tactics as are being committed by the scavengers. He said the two stations would keep a weather eye on all scripts to see that they are at all times in good taste.

JIMMY FERGUSON IN SCRAM FROM B-S-H

Chicago, Nov. 2. Resignation of Jimmy Ferguson, assistant to Kirby Hawks, head of radio department Blackett-Sample-Hummert here, took effect yesterday (Monday).

Ferguson intends spending a couple weeks in N. Y., and his Connecticut home, before choosing between two local, one N. Y., and one Coast offer.

No choice for a successor has been made at B-S-H.

CBS Strongly Pressing P. & G. To Shift Part of Budget from NBC

Columbia is making a strong bid to get Procter & Gamble to shift an hour of its daily business from the NBC-Blue. Hour which CBS is after is the one that extends from 11 to 12 o'clock every day but Saturday and Sunday and embraces "The O'Neills" (Ivory), "Road of Life" (Chips), "The Story of Mary Martin" (Ivory Flakes), and "Ma Perkins" (Oxydol).

Move, if consummated, would prove a decided blow to the blue link, since the P & G business accounts for over 90% of the blue network's daytime commercial income. The other P & G quarter-hour shows carried on a five times a week basis by this same trail are "Vic and Sade" (Crisco), "Gospel Singer" (Ivory), and "Pepper Young" (Camay).

P & G rates as NBC's biggest customer, with the billings from this source figured as amounting to \$4,000,000 for the current year.

Fidler Changes Mind

Hollywood, Nov. 2. Jimmy Fidler failed to keep his promise on his last Friday night broadcast to take Metro for a ride on the new Joan Crawford starrer, "Mannequin," in which he threatened to air the notion that the role was unsuited to Miss Crawford.

Studio was waiting with some curiosity to hear what Fidler might have to say, in view of the fact that the picture is still in the cutting room and he has had nary a glimpse of the footage.

Commentator maintained a discreet silence, however.

Seattle's 1st Commercial To Don Lee Loop

Seattle, Nov. 2. Don Lee-Mutual Northwest loop breaks the commercial ice Nov. 10 with the first Seattle-produced live talent show. KOL will originate a quarter hour, "Modern Miracles," every Wednesday to be fed 26 stations.

Refrigeration and Air Conditioning Institute will sponsor, James R. Lunke Associates is agency.

Written and directed in Seattle by Gene Baker and cast of 14, but no music will be used. Lunke will fly west from Chicago for the getaway.

CHAMBER MUSIC UNIT AT WQXR, NEW YORK

Station WQXR has formed its first house orchestra under the direction of George Steiner for a regular six-day weekly broadcast called "Salon Strings."

Organ, piano, violin, viola and 'cello will comprise pieces. Will be augmented by soloists and Eddy Brown. Veer from strict recording policy. Will also be used as background for new opera troupe.

Give It That-a

Syracuse, Nov. 2. WSYR has put into practice a newly designed compensation scheme for announcers, which is figured to imbue them with greater fervency when reading off commercial copy.

Station is now paying its mikesmen a base salary, plus a bonus for every commercial chirped. Idea is that sponsor of local origin, upon listening to WSYR, will choose their own pluggers for their spots and programs.

EX-NBC SCOUT NIBLO OFFERED AS EMCEE

On the heels of dropping five talent salesmen from its staff last month, NBC Artists Service has hired two new performer-peddlers, Franklin Robertson and Cliff Warden.

Artists Service has also signed a managerial contract with Fred Niblo, silent film megger, offering him as an m.c. on the air for sponsored shows. Niblo was dropped from the staff of the Service, for which he was scouting for picture talent, during the NBC budget-belt-tightening last month.

Frank Adams added to sales department at WELI, New Haven.

Vine Street Crosstalk

Hollywood, Nov. 2. Jerry Cooper daubing on the grease paint for the Warners' picturing of "Hollywood Hotel."

Bernie Milligan joined Irving Parker's publicity staff. He recently chucked job as radio ed for L. A. Examiner.

Basil Loughrane here to produce Pepsodent-Mickey Mouse show for Lord & Thomas.

Alherton W. Hobler commuting between seaboard's awaiting advent of Metro-Maxwell House opus.

Bill Bacher's private secretary at Metro is Jane Beaver, erstwhile amanuensis to Mike Balcon.

Dave Carter, former KN publicity head, dishing out the blubs on 'the Maxwell Metro'.

Marion Davies will do 'Peg o' My Heart' for Lux Nov. 28.

Harry Sosnik swinging his baton again for Tyrone Power after being besieged by streptococcal germs.

Irene Rich back from the east to resume broadcasting.

Latham Owens and Syd Cornell, comedy writers for Fox Penner, had their options taken up. Third member of team, Don Prindle, tied to a term.

Deany Danker took time out to shake a bad cold.

Joe Stauffer knows how it feels to begin to live at 40.

Charles Vanda, program director for Columbia on the Coast, back from home office confabbing.

Ray Buffum made first ride to Tiny Ruffner at Ruthrauff & Ryan after serving as publicist.

Harry Lang doing a comedy turn with Joe Penner.

Lee Tyson's KMPB in Bev Hills drew a certificate of merit for candid-miking Hollywood Bowl concerts.

Paul Louis in from N. Y. on Columbia Concerts biz.

Harrison Hollway trying to straighten out that Mexican station interference.

Jeanette MacDonald will have guesters pinch hitting while she's on location making "Girl of the Golden West."

Burns and Allen supplement Fred Astaire on Hollywood Hotel broadcast Nov. 5. Following Friday it's Brian Aherne and Olivia de Havilland in "The Great Gatsby."

Bing Crosby will take one of his infrequent air turns off Kraft music hall for a whirl at a Lux airt Nov. 8.

SAM STIEFEL ENTERS SCRIPT SUPPLY BIZ

Radio scripts for from 50c to \$2.00, written for syndication volume biz among hinterland stations, is Sam Stiefel Enterprises' answer to the shortage of big league material for the country cousins stations. Volume biz cuts down cost per station for the carbonated material.

Stiefel, band and talent agency, is invading radio field with a library of about 400 prepared scripts ranging from three and one-half minute comedy skits to half hour shows. Local talent can use the tailor-made stuff on commercial or sustaining programs for the same cost price.

Radio writers, James Lyons, Al Bernard, Henla Perfit and Fanny May Baldrige will grind out new ones, with staff to be increased as need grows. Scribblers get a salary and a percentage of the take over a set amount. Mail campaign has been started with James Lyons in charge. (Similar service is conducted by Joseph Koehler and Georgia Bachus under name of Script Library.)

Vance Babb Very Ill

Vance Babb, manager of NBC's press division in New York, is confined to his home seriously ill. Confinement is incommunicado, and he is not expected back at his desk for some weeks.

NBC is officially suppressing the cause of Babb's absence.

Lloyd Schaeffer Set

Lloyd Schaeffer has been signed as director on Griffin All-White program which will resume on NBC-Blue during first week of February. New contract is for 39 weeks.

CBS REFEREES POLITICAL SLUGFEST

Gang around Columbia's Madison avenue headquarters went through a tense hour last Wednesday night (27) when WABC's mikes became the artillery in the battle between Thomas E. Dewey, Fusion candidate for the district attorneyship, and Charles A. Schneider, assistant state's attorney general and Tammany leader. This episode, which proved the bitterest in the entire municipal campaign, had everybody straining with nervousness up to the moment that the two political factions got out of the studios and the building.

Schneider had, after making threats to sue CBS, obtained time to answer charges that Dewey had announced he would make against the assistant attorney general in connection with a racketeer murder trial. With Dewey, Schneider and their henchmen slated to be in the Columbia building at the same time, the network's personnel took precautions against their meeting in the halls or elevators. Police accompanied either group and CBS lawyers, script censors and sales were in attendance, on either party to allay any friction or personal peevishness against the network which might arise. Everybody from the web worked hard at diplomacy, conveying messages between the two camps about seeing each other's script in advance, supplying cigarettes and ice water and talking about the immoderately warm weather for this time of the year.

It was not the first time that Columbia's Madison avenue layout has borne the brunt of a political fight. Last year it had to contend with a picketing mob while Robert Browder, Communist candidate for president, was broadcasting from one of its studios.

WBBM HIRES OWN CRITIC

Chicago, Nov. 2. Establishing a new research set-up on programs and productions, Columbia-WBBM has appointed Kay Brinker as survey supervisor of the WBBM program schedules.

Miss Brinker, who has been with WBBM and Columbia here for about a year as dramatic performer, steps into this new post immediately. She will devote herself to studying carefully all programming and production on WBBM, and will suggest improvements and revisions in producing procedures and program content. Entire scheme of the survey and research operation will be to better the program content of WBBM. Also will look into programs originating here for Columbia network spreads.

This supervision will take in both sustaining and commercial programs.

I USED TO BE AN ACTOR' ALUMNI GROWS

Syracuse, Nov. 2. Poll taken by (please register here) card among people visiting the New York State Fair elicited a commentary upon the audience participating and vox pop type of programs.

In answer to a question: Have you ever been on the air? 502 said yes, 3,625 said no, 405 gave no answer.

Auto Show Well Aired

Washington, Nov. 2. Radio plugs for the automobile industry reached unprecedented proportions this week when WRC and WMAL, local NBC transmitters, devoted over six hours to sponsored and sustaining programs linked with the motor car show.

Schedule listed 18 different programs spread over eight-day span.

Without Respect in Own Backyard

NBC sustaining talent is faced with the most discouraging picture that has prevailed in New York network broadcasting since the height of the depression. Not only are the salaries a third less than what they were three years ago but the acts are asked to work on a show-to-show basis.

These artists feel that if the network itself doesn't regard them as being better than fill-in material there isn't any likelihood of the NBC Artists' Service attempting to sell them.

Film Director With Stars In Air Package

Frank Lloyd, vet picture director, is offering himself as director and commentator on a series of half-hour serializations of films he has made. Ed Wolf agency in New York is offering Lloyd around to prospective sponsors on a deal with the filmer. Shows will be packaged, with total layout pegged at \$15,000 per program.

Currently filming 'Wells Fargo' for Paramount, Lloyd is offering that vehicle as his first air serial in 13 chapters. According to advices given Wolf on the New York end, Lloyd has already inked a deal with Paramount, which ok's the pic for etherizing directly as its radio serial. Lloyd is offering services of Frances Dee, Joel McCrea and Bob Burns in the radio cast, plus a flock of lesser lights who, along with the above-named trio, appear in the film. Other films which Lloyd directed and which he proposes to clear for radio on his own program are 'Mutiny on the Bounty' (MGM) and 'Cavalade' (Fox).

Layout of the programs would be similar to the Lux theatre (Cecil B. DeMille), only Lloyd would be handling all details, whereas the J. Walter Thompson agency produces for Lux.

WARD BAKING EYES RADIO ONCE MORE

Ward Baking, which has been off the ozone since fading its script serial 'Scopd Ward,' which had kid appeal, from CBS last year, is contemplating a return.

Fletcher & Ellis, agency on the account, is now looking for a transcription series of 15-min. discs to spot on between 15 and 20 stations in major markets.

LUCKY STRIKE STATUS

Hill Hears Transamerican Show This Week—Hill Renewal Uncertain

Show which Transamerican has built around Dick Powell for Lucky Strike cigarettes was auditioned at the Lord & Thomas agency Monday (1). Program, recorded on film and running around 75 minutes, will be run off during the week for George Washington Hill, American Tobacco prez. If okayed, the show will go into the hour spot now used for the Hit Parade on the NBC-red Wednesday nights.

Edwin C. Hill's new series for the cig will remain on Columbia until Jan. 1, at least. Option for renewal doesn't come up before Dec. 1, with the account currently undecided about the program's future.

Airline to Use Radio

Chicago, Nov. 2. Blackett-Sample-Hummert agency has just been appointed ad handlers for the American Airlines.

B-S-H understood reading a considerable ether schedule for the airline, figuring the air a natural tie-in for the ozone transportation firm.

C.I.O. Panelmen Elect

Philadelphia, Nov. 2. Local unit of American Communications Association, CIO panelmen's group, met at the St. James hotel last Friday night to name officials.

Eugene Dupree, organizer, was elected business agent; Herbert Ellis, work of KYW secretary, and L. E. Littlejohn, of WFIL, financial secretary. No other officials were elected.

Radio Unionism Bobs Up With Factional Angles In Stronghold of A. F. of L.

Seattle, Nov. 2.

Radio boys a little jittery last week when rumor was confirmed that one employee let out squawked and National Labor Relations Board was to be petitioned to step in. CIO attorneys prepared to file complaint and was awaiting signature of lad who received the blue slip, when rank and file decided to await confab of CIO and AFL in east, and further advice.

While Seattle is considered a strong AFL city and this affiliation still fights the idea of any encroachment of CIO in the local radio setup, heads of the outlets are easing back in their chairs and blowing smoke rings behind closed doors.

No organizers have been busy in local circles of late among the announcers, scripters and talent, but it is known inquiries are being made with AFL affiliation, certain for a part of the crew when the time comes.

CIO already has representation in some of the stations through American Radio Telegraphists Association, but these are mostly mechanical and panel men, some of whom announce. A representative of ARTA, CIO affiliate, said when the complaint now held in abeyance is filed it will bring into the open the status of stations' personnel and what might be expected of the employees as far as union affiliation is concerned. In the meantime the execs are just guessing and keeping mum.

MUTINY AT WGAL

Sympathetic Walk-Outs When Manager Fires Veteran

Lancaster, Pa., Nov. 2.

Virtually a wholesale walk-out of employees at WGAL followed the firing of Cliff Greig, vet mickman. Station manager Walter Miller and the announcer had a word-battle, resultant in Clair McCollough, prey of the Mason-Dixon Group, firing him.

Directly after Eddie Gundaker, chief announcer and WGAL's oldest employee, Jack Greig, recently arrived announcer, and continuity-carver Gene Kent quit in protest of Greig's axing.

WGAL borrowed some man-power from nearby WORK, York, Pa., and was not off the ozone. Of those leaving the station only one has to date returned to radio. Gundaker having connected with WHP, Harrisburg.

IRVING REIS OF CBS TO ENTER FILM BUSINESS

Irving Reis, director of the CBS Workshop program since inception, goes to Hollywood for Paramount on Jan. 1 on a writer-director deal. He hopes to continue the Sunday night workshop program from Hollywood if studio arrangements can be made.

Deal guarantees Reis post of assistant director for six months, full directorship to follow. He has been under a five-year contract to CBS set by Leland Hayward, and could have set the Paramount deal sooner had he been able to secure release from Columbia. Five-year term was modified, with Columbia handling Reis on the picture deal.

Reis has 15 Workshop productions set for between now and Jan. 1, and hopes to have another 10 ready by the time he leaves which can be aired from Hollywood.

Tom Belviso to L. A.

Tom Belviso left N. Y. for L. A. over the weekend. NBC's manager of the music division will be gone a month to o.o. musical operations and will be replaced in San Francisco as well as Hollywood. Traveling by train.

RADIO ACTORS UNION THINK 'REPUTABLE' AGENCIES WILL WELCOME FIXED WAGES

Chiseling Angles Would Be Removed from Their Worry List—Federation May Absorb Announcers' Guild—Petrillo Move Will Be Considered Later

Indications are that the American Federation of Radio Artists is about ready to move for recognition from the networks, agencies and recorders. Scale of wages and other requirements to be submitted by AFRA is virtually complete. Has been drawn up from suggestions from various locals and committees within the organization. While the terms have not been divulged, it is understood the wage minimums will be almost as high as the maximum paid by any agency for dramatic programs. Also reported that the sole agency currently paying more than the AFRA figure has agreed it will not slice to that level.

Although the AFRA now claims a total national membership of more

until they were in position to demand successfully what they think fair wages and working conditions.

Guild Coming In?

Likelihood of an early amalgamation agreement between the AFRA and the performer end of the American Guild of Radio Announcers and Producers is indicated. Both groups are now mulling the subject, but it is known that committees have been huddling to work out details of the merge and expect to reach a decision one way or the other this week. Inquiries of both organizations elicit the reply that they have agreed to make no comment for the present. Completion of a deal between the two would probably split the AGRAP membership, the performer end going American Federation of Labor with AFRA, while the technicians went even further vertical, with the CIO-affiliated American Communications Assn.

National AFRA board is still holding off from action regarding the recent move by James C. Petrillo, Chicago musician's union prez, to take over jurisdiction of radio announcers. Execs at AFRA headquarters claim the matter will be ironed out without difficulty 'when the time comes.' Thought likely that will be one of the tasks for Frank Gillmore now that he has assumed the executive directorship of the Associated Actors and Artists of America, governing body of all performer unions.

Regional Directors

National board of the AFRA last week increased its membership by four, newcomers representing the Great Lakes district, of which Chicago is the headquarters. Those elected included Miles Reed, Ray Jones, James P. Holmes and Harry S. Walsh. Board also granted the request of the Northern California local to include the Oregon and Washington areas in its jurisdiction. San Francisco is headquarters for the Northern California local. Spokane charter, established the previous week, is under the Northern California jurisdiction.

Officers of the Northern California local are John B. Hughes, president; Ted Maxwell and Jack Moyle, vice-presidents; Theodore Hale, acting treasurer, and Vic Connors, executive secretary. Directors are Col. Rod Hendrickson, George Nickson, Reiland Quinn, Samuel A. Melnicoff, Earl Lee and Ira H. Blue.

Mrs. Emily Holt and George Heller, AFRA executive secretary and associate exec secretary, respectively, were in Washington last weekend to do the spade work for a

local chapter there. Understood one of the Federation execs will probably leave within the next couple of weeks on a trip through the south and southwest to set up locals in New Orleans and Dallas; then proceed to the Coast to o. o. the situation there. Figure Mrs. Holt, whose home is in Ft. Worth, will tackle the assignment.

Chicago, Nov. 2.

Beginning Monday (8), the Campana 'Vanity Fair' variety show on NBC Red will be replaced by the former Campana program 'Grand Hotel.'

Trouble in getting right material and performers within budget allowed is blamed for cancellation of 'Vanity Fair.'

Labor Station To Recognize Actors' Union

Chicago, Nov. 2.

More actual progress was seen in American Federation of Radio Artists here last week than in any previous time. Committees in working out working agreement theorems to be submitted to the national committee within the next 10 days, presented contracts to WCFL, Labor-owned station, which will recognize them the latter part of this week.

Agreement in outline which was submitted to WCFL provides for recognition of AFRA, employment of only AFRA members in all classes of talent belonging to that union, and certain basic salaries, higher than now being paid. Because this was a primary set-up and not a complete one, hours of employment and commercial extra fees were not mentioned.

This station was selected as the try-out rather than any other because of its unique position, owned and operated as it is by the American Federation of Labor. At the same time, it figures as the center of a minor conflagration regarding the discharge of Major Holmes, for the past six years a WCFL announcer, and lately active in getting AFRA organized here.

Talk around that his organization activity was the reason for his discharge. He has asked for a hearing before the Labor Board. Station executives deny that unionization entered into the matter in any way whatsoever, laying the whole thing to current policy of bringing in new talent in an attempt to up the reputation of the station preparatory to its power increase.

AFRA local executives are refusing to take sides on the matter, claiming that everything will be fixed up by the end of this week, probably by the re-employment of the announcer.

AFRA is not taking any notice of the Petrillo organization which signatured and has station approval for a working agreement, of the Columbia sound-men, announcers and producers. Instead, AFRA is giving Petrillo's activity credit for destroying any grip which the American Guild of Announcers and Producers may have had. No further Petrillo activity has been noted here during past 10 days.

B.B.D. & O. TALENT POLICY UNCHANGED

Arthur Pryor, Jr., B.B.D. and O. v.-p. in charge of radio, stated last week that the agency has not followed other agencies in cutting salaries of the actors it employs. Scarcely prevailing on B. B. D. & O. programs he believes is the highest in the business.

Pryor states that the agency has been jealous of the reputation it has maintained since it started in radio of paying the best salaries for dramatic shows and keeping them up there, despite the slither that went on among competitive agencies.

May and May Nots on Sweepstakes

Old Winners Okayed as Novelty—This Year's Winners Barred on Lottery Law Angle

Sweepstakes as a theme in fiction or interviews with winners of other years for curiosity value are okay for air subjects, but this year's winners are nixed as talkers. Two winners of the recent Sweepstakes scheduled for interviews over NBC last week were barred from the air in accordance with section 316 of the Federal Communications Act of 1934, which forbids advertising or information regarding lotteries to be used in broadcasts. CBS Workshop program used an original play titled 'Sweepstakes' the same day that NBC interviews were cut.

Winners barred by NBC were John Cronin of Jersey City, who was to have appeared (30) on Ripley's 'Believe It or Not Program,' and Mrs. Thomas Carroll of the Bronx, winner of \$150,000, who was to have been on the Energine Newsreel program for an interview on Sunday (31).

A 1937 winner, Danny Daugherty, was allowed, however, to appear on the Energine program to tell what became of the dough. In the course

of the broadcast after describing his difficulties he stated that he wished he had never won the money. The interviews with the two winners were canceled on Saturday (30).

NBC previously overlooked the ruling of the FCC and had allowed Energine Newsreel to broadcast interviews with the three holders of favorites for the Sweeps on the previous Sunday (24).

First broadcasting of the CBS playlet dealing with sweepstakes by Irving Reis and Charles Martin, revealed a number of fictional situations similar to that disclosed in the NBC interview with Danny Daugherty earlier in the day. Indicated that winners have plenty of headaches. This broadcast was okayed by Columbia's legal department, which considered it was not a violation of the FCC regulation.

Sweepstakes have also proven a nuisance to several N. Y. dailies, the Sun and Herald Tribune, which last week again omitted naming winners in accordance with what they consider the post office regulation. All other papers carried the news.

VICTORIA IS "GRE

"WITHOUT DOUBT ONE OF THE FINEST OF THIS OR ANY YEAR!"

—William Boehnel, N. Y. World-Telegram

"SPONTANEOUS APPLAUSE WILL BE REPEATED AT EVERY SHOW!"

—Kate Cameron, N. Y. Daily News

"DEEPLY STIRRING PICTURE OF A QUEEN WHO WAS A WOMAN!"

—Bland Johaneson, N. Y. Daily Mirror

"ONE OF THOSE RARE GEMS OF A SCREEN YEAR!"

—Frank S. Nugent, N. Y. Times

VICTORIA THE GREAT

AT!

**BOOMS THE NEW YORK PRESS . . . AS
JOYOUS, CHEERING CRITICS SWELL
THE CHORUS OF PRAISE THUNDERING
'ROUND THE WORLD! . . .**

"BEAUTIFUL . . . ENTERTAINING . . . A HAPPY SENSE OF HUMOR!"

—Eileen Creelman, N. Y. Sun

"DEEPLY MOVING . . . ABSOLUTE AUTHENTICITY KNOCKS YOU DOWN!"

—Archer Winsten, N. Y. Post

"IMAGINATIVELY DOCUMENTED TALE OF LOVE AND DEVOTION!"

—Howard Barnes, N. Y. Herald Tribune

"MADE ON AN IMPOSINGLY LAVISH SCALE . . . IMPRESSIVE!"

—Rose Pelswick, N. Y. Journal & American

with ANNA NEAGLE • ANTON WALBROOK • H. B. WARNER • WALTER RILLA

PRODUCED AND DIRECTED BY HERBERT WILCOX •

Screen Play by Miles Malleon and Charles de Grandcourt
With Scenes in TECHNICOLOR • RKO RADIO PICTURE

Alec Woolcott Has Talent Shuddering As He Plows Into Adman-Politician

By EDGAR A. GRUNWALD

Alexander Woolcott was on Station WOR, New York, last week on purchased time of the Citizens Non-Partisan Committee. He came to praise George Backer, Labor candidate in New York's 17th "silk stocking" congressional district, but his talk was a lambast at Bruce O'Sborne, who was running against Backer.

Woolcott, a former sponsored broadcaster (J. Walter Thompson, Newell-Emmett) rushed right in to the shuddering gaps of radio talent generally around New York. He accused newspapers of opening their columns generously to Barton's campaign publicity because of his advertising agency involvement.

Not so long ago the American Civil Liberties Union claimed that Cream 'O' Wheat, Woolcott's one-time sponsor, was putting the damper on him because he insisted on making uncomplimentary remarks about Hitler and Mussolini.

Woolcott's testimonial for Backer was sans remuneration. As a piece of radio oratory it had certain advantages over the Crier's usual sponsored technique. For one thing, his topic was so handled that it sounded red hot. For another, Woolcott, in dispensing with his esoteric vocabulary, can fumigate the pseudo-hoity-toity airs and gets down to bedrock with wallop. For a third, Woolcott delivered this same address, it would probably have sounded like amateur night. Which again accentuates the great advantage of the garden variety speaker has over the citizens variety.

PATRICIA ANN MANNERS

With Jack Brooks, Howard Neumiller

Variety
15-Mins.-Local
SATURDAY MORNING
Sunday, 10:30 a.m.
WBWB, Chicago

(George H. Hartman)

Show presents nice idea in merchandising women's wear, and something outstanding in the way of a Hollywood gossip. Patricia Ann Manners, filling a spot announced as 'Pertinent Peaks By Peek-a-Boo', gives the network chatter something in the way of lessons. Here is a fine voice especially notable in this sort of role, and delivery is timed to prevent either tedium or boredom.

Material is put together later than the Coast boys are using, and is clean as a whistle; yet more entertaining because it adds news and human interest to get big entertainment. Miss Manners' presentation includes a commercial suggestion in the way of style descriptions of clothes worn by stars. Nice sense of humor throughout, and minus anything gushy or superlative. Too bad she isn't filling a 15-minute spot by herself.

No disparagement without comment to the singing of Jack Brooks or the pianoing of Howard Neumiller, nor about the way the show is put together. Patricia Ann Manners are standard around here, and can be counted on to do creditable work.

But there is too much commercial—way too much. With the type songs used, and the suggestions in the gossip, it could be cut to a minimum and still do a selling job. In fact, unless the show is cut down it's going to be difficult to make it hold an audience, despite the worth of the material surrounded by those long and tiresome announcements. Loop.

BASIL MAINE

With Lisa Sergio
Talk
15 Mins.
Sustaining
WJZ-NBC, New York

Basil Maine, critic of the London Sunday Times, in a guest date on NBC's Let's Talk It Over, displayed a voice and a delivery much better than what many English literati and Britishers generally have shown on salacious heard in America. His comments on the English language, English speech and music appreciation might be considered too highbrow for mass reception, although not for the clubwoman, presiding lady, and the earnest of the listeners to this program, but there could be little criticism of his microphone technique. Instead of the usual, important broadcaster's high-pitched tone, light volume and Oxfordian accent, with the annoying syllable shuffling, Maine's voice was low and firm, his articulation was clear, and his accent (by our standards) was at a minimum.

He discussed this subject, as well as music appreciation, with Italian-reared Lisa Sergio, whom Maine characterized as the best woman radio speaker he had heard. Miss Sergio, formerly a commercial announcer in English, from ZRO, Rome. The slight affection sometimes noticed when she announces musical programs by the announcers was absent of this broadcast. Jaco.

MARY JANE WALSH
With Ned Brunsell's Orch., Ross Graham
15 Mins.
BARBAROL
Friday, 9 p.m.
WOR-Metropolitan-WLW-Line, New York

(Erwin, Wasey)

As an idea, good. But when caught on its initialer, the program Friday (29) put itself over the barrel by inserting too much attempt at sexing up the show.

Mary Jane Walsh, who won out after a series of auditions, is getting her actual broadcasting baptism as a soloist of bilingue variety. She has worked as a vocalist with Seymour Simons and Shep Fields. She has a role in the new musical, 'Id Rather Be Right' with Proctor S. Harris. She has o.k.'d her skipping the finale of the show on oozing evenings when her repeat broadcast at 11 p.m. conflicts with the legit's windup. Her ears were tuned in to the show.

Miss Walsh is obviously under instructions to literally drip sex over the air. She has also apparently precluded the sex sections to blues, which she bawls in a slow languorous style which should be varied by at least one snappy song in bright, peppy, and rhythmic. Her voice is good; her enunciation not so. The vocal buildup given the singer on the show is too glowing. She's immediately under a handicap. Her singing is too much like a musician batoning a rather light-manned band; but stoutly good in action, and is right on the ball in accompanying.

Program is ushered on and off the air by baritone Ross Graham, un-billed, basso profundoing the old barbarol theme. Graham, who may eventually get his billing and be doing a solo per program is not improvable.

Songs are tuned in were direct and carved out in bright copy. Once a low level was plumbd when the orch leader was called 'Mr. Brunsell-o'. Laughs at that were derisive, even in the studio.

This program, incidentally, is actually dovetailing itself in what is an unusual arrangement in radio. At 11:45 the show goes out to a half hour Mutual stations, then directly after at 8 a repeat is made for WOR and a flock of others, including two WLW-Line broadcasts. As the conclusion of the first slice, the performers immediately take their places again for another whirl. And there remains, of course, the late evening second repeat. Bert.

MAN IN YOUR NEIGHBORHOOD
With Red Barber, Sammy Fuller
Interview
15 Mins.-Local
STRIETMANN BISCUIT CO.
Mon.-Fri., 1 p.m.
WSAI, Cincinnati

(Harry M. Miller)

This is one of numerous novelty programs started late on Crosley's smallies. For a burg the size of Cincinnati, the program is interesting and gossip among housewives and families.

Red Barber, best known as a sports speaker, handles the job these days a week or so. He does it the other days. During the past baseball season Barber conducted a man-on-the-street series for the same sponsor.

On program caught, Barber visited four homes, fetching along a hand mike attached to Crosley's mobile phone, and a delivery man with him. Smooth of voice and a swell ad libber, he never allows a dull. Tells how many steps he's climbing, gives street names, and descriptions of residence approached. Women interviewed are told that their conversation is intended for broadcasting.

In each instance it evoked surprise. In signing off, Barber named the neighborhood he would visit the following day, and cautioned listeners to 'look for the big white WSAI mobile unit. Koll.

THE VARSITY HOUR
With Al Wold, Dick Cullum, Herb Joesting, Fug Lund and Ed LeShave
Football Chatter
One Hour-Local
WJZ-NBC, New York

Saturdays, 5 p.m.

KSTP, St. Paul-Minneapolis

Wold and Cullum, from the Minneapolis football scene, are the line this hour, with Wold chanting final scores on grid games from coast to coast, and reading Cullum's news items. When the Minnesota game is away from home, Ed Shave, sports ed. of St. Paul Daily News, is pretty wordy. Herb Joesting, fourth spot, is about the best of this group of so-called inside dope spiliers (actually, they simply relish the sport pages). Joesting is a sports writer for the Times when he played in, and points parallels.

Pug Lund, while his pipes are ok, sounds palpably like he's reading his copy from a book. He is heard nearly the zip before the mike that he had on the gridiron. He sounds sorta matter of fact for a guy who's supposed to be relating exciting events. Rash.

Follow-Up Comment

Paul Dumond emceeing Variety Shows for Henry Souvaine's Pontiac program (caught Oct. 22) is still doing an A-1 job, considering the fact that he plays with weekly.

Use of studio speller for commercial remains a clever stunt 'cause everybody feels for a not too sure performer with a strictly no-name commercial voice and delivery. School songs, historical background, glee club and state songs and community singing finis undoubtedly makes for listeners sentimentally partial to collegiate stuff. Football season must help that.

Comedy is tough, no doubt, and very little gets by or in.

Hollywood Hotel program on Friday (22) with episodic selections from Paramount new Northwest trading-post picture, 'The Barrier', left a pretty muddled impression of the forthcoming film. Broadcast won't just spur most folks over the top, but picture people angle intended to be provided by Luella Parsons tipped off only that complications ensued before the final climax, and brought in the picture rights. Harry (Pop) Sherman, director, who made the picture from Rex Beach's story, was on the program, revealing that his acquiring the picture rights was a dream come true. Parts were played by Gene Parker, Jimmy Ellison and Leo Carrillo.

Miss Parsons remarked in introducing Carrillo that he may run for Governor of California, assuring listeners that if he were elected there would be nary a dull moment in the old home state. Ann Jamison also was on the program. Carrillo flew to mark the 54th anniversary of the Metropolitan Opera Co. Gags of the pun variety swapped by Ken Murray and O'Connell went a long way toward supporting the old contention that form of humor being the lowest form of wit.

BCA's 'Magic Key' program last Sunday (31) included the third of the series of interviews with views by Linton Wells, who was in N.Y. with Edgar Ansel Mowrer, who talked from Brussels re the forthcoming book 'The Magic Key' by Edgall and 'Hi Lint'. Mowrer's discussion clarified the situation for the listener. He was pretty pessimistic re results of confab.

Senorita Laura Suarez of the Brazil concert and legit stage made her first American air trip on the program with a couple of songs in Portuguese and one Spanish, with guitar accompaniment. Did her own singing and got a rousing ovation. Substituted last minute for Jan Klepura, who was to have sung from Poland.

Excerpts from 'Lady Has a Heart' with Vincent Lopez and Elsie Landi, playing in their own roles. Werent well suited for broadcasting.

Bill Robinson's guest on 'Hollywood in Person', General Mills noon show shot from the Coast, was perhaps the most natural and stimulating one turned in by any picture 'name' recently closed-up here. Colored tapster sounded like himself even though he was a very young abandon that registered with the loudspeaker 100%.

Bob Baker, program pilot, had Bojangles talk about his philanthropies in Harlem, and how he came to Los Angeles for his early days in Richmond, and his unique diet (five quarts of ice cream daily is one of his habits). Baker ran a wide sheeted for Shirley Temple, talked about her and her work not only in 'Heidi' but in the forthcoming 'Rebecca of Sunnybrook Farm'.

Bill Green, with recently young for one who will be 60, May's next, his own date tabbing.

Robinson is the second Negro program has recently presented—Clarance Hume, song writer-warbler, was the first.

'We, the People,' over CBS Thursday nights for Sanka Coffee continues to unleash vivid and penetrating scripting. Last week's guests on the program were a wide variety of characters and motifs. Included were an urchin who unloaded the impedimenta of his poverty, lady with a southern drawl to dish out an appeal for adoption of babies as the pathos of the show, a champ liar, a legally authorized yodeler, and a woman who said she thought her clown husband is funny ('I sometimes think he married me for a laugh'), a vet rider of the old horse express days—and several others.

It's a sock session, with almost every guest scripted for at least one song, and many a song about handling the m.c. post in strong fashion.

Clarence Francis, president of General Foods, sold himself and his company in a radio spot. He was on recent 12-minute evening guest for General Electric's Farm Forum over WGY. Script and delivery combined to put across that the big money makers and farmers are in the same boat. Francis did not

MIRIAM HOPKINS
'T. S.—She Got the Job'
With Ned Brunsell's Orch.
INTERNATIONAL SILVER
Sunday, 5 p.m.
WABC-CBS, New York

More and more going by the 'Silver Theatre' that got away to a glistering start with a four-part serial, 'First Love', now reverts to a police of playlets complete in one broadcast. First by Faith Baldwin (adaptation credited to Paul Frankland).

Comparison of opposites is different and perhaps not fair. In the fuller time and characterization opportunities of 'First Love' (Russell and James Stewart were able to sink their molars down. Acting, in consequence, had exceptional scope. Miss Hopkins, in contrast, had to use vaudeville sketch tempo. Short, quick strokes, with little chance to weave the tight mesh that Rosalind Russell can.

'She Got the Job' moved snappily however (with perhaps a trace too much of the lap dissolve technique. Miss Hopkins, who was in the picture, seemed so low as to be practically inaudible.) In the main the narrative pulled enough tautness after the first few minutes to rate as okay listener bait.

In a verbal exchange epitomizing the story, the star revealed to Conrad Naughton, who was in the picture, that the Guild-headed by the new S. N. Behrman play.

Supporting cast was able. Their names not available at Young & Rubicam New York office Monday. It is presumed Glenhall-Taylor continues to direct, although Nagel plays the producer for the peasants. Land.

STUMPED CLUB
With Harry Lukens, Cliff Shaw, Ned Brunsell's Orch.
Novelty, Music, Staging
15 Mins.-Local
HURKY-UP BROADWAY
Wednesday, 10 p.m.
WAVE, Louisville

Local version of the 'send us the title, and we'll play or sing it' novelty program, with Harry Lukens handling the chatter. Cliff Shaw doing the ivory tickling, and Rosemary Hughes chimeing in with an occasional vocal chorus. It's sponsored by a local store, and has already set quite a pace as a mail puller. Mail response is stimulated by an offer to give two free theatre tickets to any person submitting a letter, which may be a song, sung, whistled, or what have you.

At program caught, performers were stumped about three times, but the program along, and many tunes which were unknown to or forgotten by this listener. Cliff Shaw has an easy rippling style at the piano, and has an able local teammate in the person of Rosemary Hughes, warbler who is a vet on local air waves. Harry Lukens handles the chatter in an easy, informal style, and carries the program along at a snappy pace, without straining for laughs.

Program gives impression of unforced spontaneity, and gives every indication of being a hit with local listeners. Hold.

'FASHIONS IN LOVELINESS'
With Clara Caville, Arleth Haebler, Myrdal Cain
Drama
10 Mins.-Local
POWDER PUFF BEAUTY SHOP
M-W-F, 10:45 a.m.
WTCS, St. Paul-Minneapolis

(Gerald S. Beskin)

Thumb nail drama on great love stories of history, these 10-minute spots are so peppy that they listen twice their length. Idea is a natural for the beauty biz.

Myrdal Cain spels the comers, which, while a pretty good thing, in the sake of a bit more length on the dramatic side. Sam Kaufman's scripts indicate beaucoup research—each spot has a crowd scene in background, it looks like midnight oil for Kaufy, who has planned his historic love legends to span the period from psyche to the S. Simpson. Rash.

KEN RAPIEFF
'Football Round-Up'
15 Mins.-Local
Sustaining
Saturday, 6:30 p.m.
WICC, Bridgeport-New Haven

Capitalizing known interest in football, going through southern Connecticut area, WICC has smartly assembled a tidy 15-minute to sandwich among the several college post-game sessions Saturday evenings.

Ken Rapieff, who is now at Bridgeport studio, does all the reading. Program opens with dramatic continuity, Rapieff rapid-firing as on gridiron, with crowd noises in background; slicing this in half, at least, would help. After that scores of school contests, with highlights of major college games prepared by Robert Maguire. WICC news and, with school correspondents filing.

No doubt at all about need for such an autumn service. Elem.

talk like a business tycoon, stuff-shirted or obscure, but like an approachable, can-see-the-other-fellow's-viewpoint individual. Voice clear, personality pleasing.

Vegetable around the cooperation existing between General Foods and the farmers, to the new markets company had helped to create for them in quick-frozen foodstuffs, and to the big money makers and farmers are in the same boat. Francis did not

MET. OPERA AUDITIONS
With Josepha Chekova, Frank Hornaday, Leonard Warren, Les Patterson, Wilfred Felleiter Orch.
30 Mins.
SHERWIN-WILLIAMS
Sunday, 5 p.m.
WJZ-NBC, New York

(Cecil, Warwick & Legler)

Setup is similar to last year, with a few carefully selected singers placed before the mike. Plenty of intangible Metropolitan Opera 'atmosphere' to hype the glamor of the occasion and much is made of the possible audition angle of the show. A good angle to plug and results in a forte radio show.

On the show caught (31) soloists were Josepha Chekova, soprano; Frank Hornaday, tenor, and Leonard Warren, baritone. All were ok, at least for radio. (What they were in the Met is naturally another matter.) In case further doubt might be necessary for the 'audition' angle, it was noticeable, as usual, that the three singers were of good different in type. So comparison was encouraged. If choice is possible between a soprano, tenor and baritone, let this one favor the lady—at least, for the tone color and mike personality.

Lee Patterson, director of the Met's spring series, was m.c. Commercial was within bounds. Hobe.

EVERGREEN EMPIRE ON PARADE
Salute Program
With Don Williams, Regional KOL, Seattle

If KOL's salutation Sunday celebrating this station's tie-in to Mutual-Don Lee is a sample of what the boys can produce out this way, this network is for the better. Don Lee, originating in these studios, Seattle half hour was preceded by good will blasts from WGN, Chicago, through Ted Weingarten, who was in the picture, slapping with music from KJL, Don Lee's Los Angeles outfit.

Evergreen Empire on Parade was written by Grant Merrill, who helped Don Williams in production. Don Isaham's band playing intro and background was a standout. First stanza of the show was dramatic. The show was a good one, with dialogue scene around the 1898 gold rush and stampe, the arrival of the first gold ship and other historic events.

Yarn about building the first U.S. battleship on the Pacific Coast by Robert Moran in Seattle and how \$100,000 was raised by popular subscription for the construction which William Edwards delivered in big time order.

Half hour was peppy, original and fast. This show was originally set for coast to coast but was held at the last minute to Coast Mutual-Don Lee on account of clearances, but talent did not know it until after the show. Smith.

BEN DAVIS, JR.
Political Talk
15 Mins.-Local
COMMUNIST PARTY
Friday, 7 p.m.
WJZ, New York

Negro leader, staff writer for the Daily Worker and defense attorney at the Herndon trial, Ben Davis, Jr., was the Communist party advocate last Friday (22) over WJZ. While it was hardly in the established order of things to have the Communist to be speling over the National Broadcasting Co.'s very best kilocycles, Davis' remarks were anything but radical.

His arguments for the re-election of LaGuardia and his ticket were mild. All progressive Negroes, said Davis, should be against LaGuardia, which has stood for discrimination and persecution against colored people in schools, on jobs, wages and has consistently violated their legal rights.

As a speaker, Davis is capable, if not brilliant. Seems probable that his speech will draw a few votes, since those who might have stuck out the session were already convinced, while Tammany, adherents would quickly twist the dial. Hobe.

COLLEGE NIGHTS
With Gov. James Allred, Dana Bible, Hank Wadsworth's Orch.
20 Mins.-Regional
TEXAS COCA-COLA BOTTLERS
Thurs., 6:30-7 p.m.; Sat., 6:30 p.m.

Governor of the state, James V. Allred, interviewed head football mentor, Coach Dana X. Bible of University of Texas, on the Coca-Cola College Nights broadcast over WFAA, Dallas, and the Texas Quality Network. Which is something.

Spicy and decidedly collegiate program included Texas university football highlights, composed of Col. George E. Hurt; a co-ed trio composed of Kathryn Spence, Vivian Dahlberg and Louise Sells; a violin solo by the composer of Dave Bartlett and Colonel Hurt, and Jimmy Watson's jazz orchestra.

Originating in Hogg Memorial Auditorium, Austin, the broadcast was highlighted by the unusual interview between Gov. Allred and Coach Bible, as a forerunner of the Texas-Rice football clash on Saturday.

As usual, Benn Lee Boynton, southwest football official, predicted outcomes of the weeks' games. 'College Nights' broadcasters are clicking big hercabous.

Doc Brinkley Breezes Along

Doc Brinkley is still going strong from Del Rio, Mexico. Over his allocation-ignoring station he was picked up Friday (30) in Manhattan with the following gems of advice:

'No man wants to be a capon.'

'You better get here before it's too late.'

'If we can't help you don't blame us. Blame yourselves. You probably waited too long.'

'There are some things I just can't do for you.'

'On your way to my hospital beware of pickpockets.'

'I don't know how to talk to you any plainer than I do.'

TIM AND IRENE
Wm D'Artega, Hal Gordon, Betty
Chatter, Music
30 Mins.
ADMIRATION SHAMPOO
Sunday, 11:30 a. m.
WJZ-NEC, New York
(Chas. Dallas Reach)

Admiration Shampoo changed orchestra, singer, writers and producer last Sunday (24) for its series on Mutual. Only noticeable improvement was the band, a well-balanced instrumentation of the sweet type with D'Artega the batonist. One number by this aggregation which stood out sharply and provided much relief from the program's general air of hurlyburly was that based on D'Artega's sprightly arrangement of 'Night and Day.'

Tim and Irene haven't made it any easier for Tim and Irene. The studio audience still seems to go into convulsions but the crosstalk emanating from the control room is composed mostly of stuff that even the deuce acts playing the west-to-east pantages time scorned. Hal Gordon, the host, is a competent, tenorizes passably on romantic poems.

Miss America of 1937, Betty Cooper, was an added starter for the occasion. She vouchsafed the secret of her beauty—lots of sleep, exercise and dietary caution, and okayed the hair shampoo, assuring that it was the first beauty preparation that she has endorsed in the line of giveaways there are three silverfox stockings a week plus 500 pairs of silk stockings.

White was the show's previous producer and Bunny Berrigan's swing unit previously held the orchestral assignment. Charles Dallas Reach is still the agency. *Odece.*

LYNN WALDORF, FRANCIS POWERS
Football Analysis
15 Mins.
Sustaining
Sun., 11:30 a. m.
WJZ-NEC, New York
 Coming from Chicago this NBC post-mortem analysis of the preceding day's gridiron action comes in time with Benny Friedman's 'Sunday Morning Quarterback.' Perhaps there's something awry with the idea of one football commentator being commercially sponsored, at that (Parker watches) suddenly finding himself opposed by an equally meritorious program of similar pattern exactly the same time. Both fall at 11:30 a. m. Sunday morning. Both are post-mortem analyses of the day's upsets, inside stuff, etc. Both are aimed for the same audience. There may be an object lesson in this mis-spotting by competitive networks of shows which are pitted against program of the same formula. The above evidence that Francis Powers, Consolidated Press' sports writer, and Lynn Waldorf, Northwestern U.'s football coach, have a dandy quarter hour spiel between 'em.

It's a q. and a sort of an affair. The newspaperman quizzing the coach on technical niceties. They have okay address and polite demeanor, with Waldorf addressing Powers as Francis, rather than the clubby Frank or the condescending Powers, nor, for that matter, Mr. Powers. And the latter proposes his gridiron hot-stove stuff with not too subservient respect for the football master.

Show deserves sponsorship. And Friedman's WOR-WGN (only the N. Y. and Chi links of the MBS hook-up are used) groove deserves some sort of a break because he pioneered the idea of the post-mortem idea, rather than the pick-the-winners pre-Saturday gabfests, or the post-game marathons reeling off the scores of the day. *Abel.*

RALPH HUBBELL
Sports
Two Hours
Daily, 8:30 a. m.
WENY, Buffalo

This program should be especially welcome to the boys who have a couple of bobs on a bangtail. Hubbard devotes his time, primarily, to recreation of the running at all major tracks, doing his description as if he were on the scene and aided and abetted by sound effect crowd noises.

Does a clear job of description, adds that extra pitch of excitement when the race is close or a long shot comes through, and times his shot to last, to give the listener as long as the race itself took to run. Between races there is transcribed music and notes on other sports in the region. The latter, including soccer, are largely supplied by Transradio.

'GRAND CENTRAL STATION'
Dramatic
30 Mins.
LISTERINE
Friday, 8 p. m.
WJZ-NEC, New York
(Lambert & Feasley)

Dramatization of human interest tales about folks passing through Grand Central station, New York, is the background idea of half hour. The nearest approach to foreign war correspondents and loyalty to old-timers who are shoved aside for new scribers. Author and players have grasped the competitive spirit of the 'cub' in the lurch. Romance is not sincere because not logical in manner in which it is 'tacked on.'

Criticism may be aroused over the fact that the locomotive going in and out of G. C. station are used. Electric mules are used by New York Central.

Cast is adept and show moves smoothly enough. Transcription program of same title was used this fall over WJZD, Chicago, but almost entirely different idea. *Wear.*

JOE O'BRIEN
With Bill Brown's Orchestra, Jerry Lee, Irene Collins, Bill Whitley, Three Lost Sisters, Ray Murray, Elaine Alston, Bob Baker, Bill Danwell, Harriet Brent, Ed Marshall, Lorraine Barnett, Roger Coleman.
Music, Singing, Gags
60 Mins.-Local
RODNEY BENSON, INC.
One-Time Special, 3:30 P. M.
Saturday
WNEW, New York
(Schittlin)

Just a slew of club acts garnered for promotion gag for an auto agency and staged in the local showrooms with etherizing as an additional outlet. Mostly singing with plugs interspersed by comedy.

Rodney Benson Plymouth and Dodge agency in Clifton, N. J. Bill Brown's orchestra sounds okay and Lorraine Barnett, billed as a 'blonde package of dynamite,' rated an encore from the showroom audience for her hotcha rendering of 'Mama, I'm a Daddy.' O'Brien's geniality as an m.c. set a lively pace for the show, but the build up of each act as terrific was monotonous. There wasn't however, anything very imaginative the club could have done for these standard club type performers. Once would have been enough however for the 'hundred to Metropolitain' intro.

Rodney Benson himself came to the mike to express the glad-from-the-bottom-of-his-heart sentiment to have those present participate in his happiness.

MADELINE GRAY
Children's Questionaire
15 Mins.
Sustaining
Tuesday, Thursday, 5:45 p. m.
WABC-CBS, New York

For the first year, CBS has no late-afternoon commercials directed at the juvenile audience. Such remembered serials as 'Bobby Benson' and 'Burt Rogers' scampered because of the restrictions the network placed on their copy and script-treatments. Others gradually faded away. NBC continues to carry them, but NBC's rules are not so strict. Columbia hired a chap steeped in child psychology and he's tough to get scripts by.

So, after that explanation of how the show came out from CBS, this program is quite palpably under the thumb to be the sort of show CBS considers ideal for kids; it may be at that, but if so it is hardly one which would prove commercially popular.

Trouble is, it's downright educational. And after a day chained up within a classroom, kids aren't likely to want to want an afternoon dose. Miss Gray has personality and charm and professional patience over the air. But to the kids she may sound 'just like teacher.'

Teacher opens each program by having the four visiting scholars rattle her original jingles, each line of 'em puffed with nuggets of knowledge of sub-birds-and-bees period of learning. Then Miss Gray asks the kids in rotation during rest of program questions which were answered or tipped off in the jingles verses. Winner gets 20-volume set of 'Book of Knowledge.' Kids might prefer 'Orphan Annie's' codebook or a 'J. G. Man's' shield.

If this program—and it's labeled 'Dere Teacher'—is CBS's idea of a child's program, CBS is just showing off red-schoolhouse principal.

PARKS JOHNSON, WALLACE BUTTERWORTH
Interviews
30 Mins.
CUMMER PRODUCTS
Sunday, 11:30 a. m.
WEAF, New York
(Stack-Goble)

Parks Johnson and Wallace Butterworth, who have attracted considerable attention with vox pop interviews, have a slightly different twist to this commercial series, playing Energine cleaner. Still use the questions and answers formula, but instead of grabbing their victims at random from the street or in a public place, they're aiming to take names in the news and make 'em spill the real dope over the ozone for the dear old listening public. It's an original idea and an expected, but the show could stand some humor.

Two inquisitors have skill and personality in asking the questions and putting their interviewees at ease. But, in a formally scripted session much of the old vox pop catch-as-catch-can spirit is lost. All the 'ests on the initial show (24) were reading their remarks and the effect was obvious and stilted.

Persons questioned on the debuter show included one of the founders of the Anti-Movie Double-Feature League of America, three prospective Irish sweepstakes winners, the sister of a missing Loyalist Spain volunteer, and a Chicago newspaper man and the women who found a Ross ransom bill, Bert Acosta, a N. Y. mother on strike against having a son, and a man who served on a jury with 11 women.

All were at least fair, with Jack Reading, the Chi reporter, stacking the deck by interviewing a hysterical as she read her appeal to Gen. Franco over the air, and the striking mother bringing a brutal life actuality to the session. Final guests, who served on the almost-allemme jury, was a natural for the comedy hit, but it didn't come off. With more careful selection of interviewees and proper scripting, the series has lost prospects.

Energine's newsreel air program Sunday (31) brought seven personalities in the radio line to the person to be interviewed and they were interesting. There was too much talk in the plugs for Energine and music being played for the help the program considerably as it might otherwise have a tendency to become monotonous. Each person interviewed introduced himself to Wallace Butterworth. Parks Johnson does the interviewing.

Performers on this one included Boston's Mayor, ex-Mayor of Newburyport, Mass., Mrs. W. W. Matthews, Balto guardian of Wally Simpson's former home, Dr. Harry Delany of Harvard, who talked on auto accident prevention, Peggy Cleary, ex-Follies gal, now a customer's woman, going into light production, and a girl Sandstrom, of Jehovah's Witnesses who told why her youngsters wouldn't salute the flag. Scripted program gives to some extent feeling of being an ad lib interview.

Most interesting on the program were a happy bough of the man who was hanged to \$150,000 sweepstakes dough he won in 1930, and John Montague, the former La Verne Moore, acquitted last week, who charged. It was latter's air debut.

Montague has an easygoing pleasant voice and seemed to be heeding activities. Said his principal concern was going to be making a living, and that he had absolutely no picture in mind. Said that the only contract he had signed was with his agent, Merly Fortkins. Stated that he intends to write a book on the life of Howard, who talked on the equipment business with George Von Elm.

Interviews with several sweepstakes winners scheduled for this program were cut by NBC in accordance with the FCC regulation on broadcasting info on lotteries. Mrs. Rose Gennett, wife of the Bronx Jewish war vet who placed a wreath on the Berlin war monument last week was also scheduled but changed his mind and dropped the broadcast and refused to show up.

JOE KEELY
'Toll Me'
15 Mins.
Sustaining
Wed., 5:30 a. m. CST
WGN-MBS, Chicago

Designed for, and aimed at, kids, this show comes crack through No. 1 comedy period if somebody's whisper it around and get adults to listen. Reason for the whisper is so that the performer wouldn't know about it and wouldn't, therefore, change his style.

Replete with a prop dog, cat, parrot, rule-of-the-week, and a Safety Patrol, the kids are kept on their toes by the jovial seriousness with which all are presented makes a crack 15 minutes of humor.

This isn't a cut any sure as the show is a cut any sure as the program. It's a top-notch, but has something that other kid stanzas lack.

Routine consists of songs and gab by Jolly Joe, with interruptions by the prop animals. In part, it's conducted like a school, with Jolly Joe having the kids who've done the Safety Patrol hold up their hands while he counts 'em. *Loon.*

LOU LITTLE
Sports
15 Mins.
AMERICAN CHICLE
Fri., 10 p. m.
WOR, Newark
(Badger & Browning & Hersey)

Lou Little, Columbia U. coach, is doing a crystal-gazing routine in behalf of Blackjack chewing gum, repeating the same line of palaver three times a week, and even over-veared bookies or single stations taking the Mutual Service. He gets \$200 per Friday.

Feasts are on the next day's games, with a guest athlete brought in for an interview and thereby helping take the edge off of what might seem to be just another contribution to radio's current deep bow to tipsterism.

Little picks 'em and tells why, with the hotstoving aking him through the hot, south, midwest, and the far west. Columbia's coach makes it all sound authoritative enough. His act is a far throw from the one he played last season for Edden's Milk on the same station. Latter series had him do the host for highschool kids and answering their queries on play to play the game and also interpreting the finer points of the rules in the book.

Between Little's searing the announcer's expert on why Black-jack gum tastes so fresh and urges listeners to take a package along to tomorrow's game. *Odece.*

IRV ABELOFF
Telephone Interviews
CITY GAS WORKS
Mon., Wed., Fri., 5:30 p. m.
WRVA, New York

They've taken the 'man on the street' and put him on the 'phone. A novel twist and, as it works out in this program, one that makes for cracker-jack listening and a neat, effective advertising package. The ten-minute show selling automatic gas heating gets in at least five believable commercial plugs, two of which are delivered by the persons interviewed. (Interviewees, as known beforehand, are bona-fide, satisfied users of automatic gas heating; persons who stand in the neighborhood; and, of course, those who would not hesitate to say a good word for such heating.)

Abeloff introduces himself to his radio listener, explains his plan and goes right into the number-dialing business. Actual dialing is heard, of course. Introduces himself as a radio personality, and on current-interest topic. On program caught it concerned interviewee's interest in forthcoming visit to U.S. of Duke and Duchess of Windsor.

Gets in about two interviews during 10-minute span. Interesting angle is how Abeloff gets this program on air. Telephone company refused to run a broadcast of an actual telephone conversation. Abeloff, therefore, has a record made of his telephone interview and it is this record that is broadcasted. No ruling against that. And to dull the 'transcribed' tag, the program is run off at the tail end of a transcribed program period. *Kiss.*

'TALK WORLD ON WHEELS'
The Music
60 Mins.
Sustaining
Thurs., 9 p. m. (Once)
WEAF, New York

NBC took over the hour which was vacated by Code left vacant last Thursday (28) as a breather between the folding of Showboat and the debut of the Metro studio stanza to help focus the buying public's attention on the new line of a new year in automobile models. As planned, the broadcast had the two-fold purpose of a news event and a promotion for an industry which contributes much to radio's exchequer. In performance the occasion proved pretty much of a dud.

Outside of the interpolation of a few dramatized bits the program consisted of a dry and disingenuously dull recital of a mass of industrial data that could only fetch the imagination of a Chamber of Commerce secretary or the quaint fellow who puts memory facts at house parties. The program could have easily covered the ground with much more interest and nunch had it been kept down to a half hour.

Pictures included the NBC studios in New York, the auto show at the Grand Central Palace, New York, an assembly line in Detroit, wire fire in a Pittsburgh steel mill's foundries in Pittsburgh, Chicago stockyards, a service station in S-n Francisco and an oil well operation in Los Angeles. In each picture the announcer, a man in a uniform, finished product contributed to the making of an automobile. It was all done in a fairly serious strain, with one mentioning to be doing the other in pyramiding arithmetical mountains.

One angle that pierced the plethora of statistics and manufacturing processes in a way that could not help but impress the average driver had to do with the development of this country's highway system. Graham McElroy, the New York end of the proceedings, while the Southerners were inserted for a couple numbers to suggest the part played by the big-time powers in the making of a gasoline buggy. *Odece.*

ERNA SACK IN CLICKO DEBUT

The first American appearance of the Dresden Opera star, Erna Sack, on General Motors concert Sunday Oct. 30, provided a lively argument among music critics, amateur and professional. Question being whether the stratosphere coloratura's C above C is art or a freak. On which ever side of the musician fence it falls, the Carnegie Hall audience greeted it enthusiastically.

Miss Sack made her vocal flights in an electric blue evening gown with a cascade of white flowers, a chiffon cape banded in the blue. She used practically no makeup—no enough for the bright lights of the Carnegie stage—and no ornament in her hair, which needs no further adornment. She seemed thoroughly at ease until the closing operetta sung in English, when she went for a bit of lip chewing and finger twitching, with a terrified glance at the mike when she accidentally rattled a shoe dither, and in a duet with Joseph Schmidt, sang her solos without the aid of notes, and exuberantly shook hands with conductor Egon Rapee and the nearest violinist at the finish of each number. A spontaneous little gesture which pleased the outfronters.

M. C. Milton Cross is to be congratulated for recognizing both 'it's English, when she went for a bit of lip chewing and finger twitching, with a terrified glance at the mike when she accidentally rattled a shoe dither, and in a duet with Joseph Schmidt, sang her solos without the aid of notes, and exuberantly shook hands with conductor Egon Rapee and the nearest violinist at the finish of each number. A spontaneous little gesture which pleased the outfronters.

PAUL HENNING
'Rhythm in Rhyme'
15 Mins.-Local
Sustaining
Daily, 8 a. m.
KMBC, Kansas City

This catchy-titled show is sock locust stuff. Light, frothy material in experienced hands is given a polish that few local stations hereabouts have attained. Paul Henning pipes pop ditties, and runs from swing to ballad in treatment. Henning burbs his own continuity and it's all in rhyme. His rhyming is clever and has a crack.

Indicates his offerings but gets so far above standard patter used for dedications that they are a distinct novelty rather than a bore simply because they have been made entertaining by the rhyming.

Henning's voice is untrained, but it packs a definite femme appeal. An instrumental trio is used occasionally. *Hoit.*

KEN FROLEY
With Ted Lieb
15 Mins.
ROI-TAN CIGARS
Tues., 8:15 p. m.
RN, New York

Smooth quarter-hour that the gals call 'cute.' *Hoit.*

Pair of gents dish it up pleasantly and know where they dish dip. Various games coming up in all sectors of the nation are discussed as to their probable outcome. Scoop came in for a going-over with Frogley trying to egg the mentor on to give it the works.

Frogley, who is sports ed of the L. A. News, is an old hand at microphone, and in Lieb, coach of the Loyola (L.A.) Lions, he has a vis-a-vis who knows how to take the heat. No delivery, too, considering that most grid Legrees are pretty bad in this radio trick. Coach Howard Jones of Southern California was originally slated for the show, but the conference cracked down on him.

Program is quite an improvement over the cheroots' last entry. The Froley-Lieb pair didn't move much cabbage. The Frogley-Lieb act is booked for 26 weeks over seven steps on the Coast Columbia circuit. After the football are camphored but the pair will generalize on winter sports. *Helm.*

'AROUND OMAHA'
Jack Rachman, Don Kelly
15 Mins.
Daily, 10:15 p. m.
Sustaining
KOIL, Omaha

Gossip of nite spots, theatricals, and things from Omaha, only one champion in Omaha past few years. Until recently Jack Rachman gathered dope for daily chore at Bee News and had sizable reader clientele but, after the main early World Herald left Rachman out in cold.

Looking for something new KOIL has traded its champion to its daily gatherings for other distribution. Material is rounded up and scripted by Rachman, but narrated by Announcer Don Kelly.

The duo's first broadcast caught first week of new set-up material same as that dished out in daily past year or so. Via airwaves and spoken communication some spots, but, for the most part, recognized as follow-up to Rachman's printed work. Reason for Rachman's absence from mike complained, but probably due to inexperience. *Quin.*

HI-BOYS and RADIO BANGERS
Vocal and Instrumental
15 Mins.
Tues.-Thurs., 11:30 a.m.
WGY-NBC, Schenectady
One of WGY's top travelling turns takes a swing around NBC red loop on this open slot. As name implies, it is a western act—virtually a male foursome, although a woman usually sings one number. Hi-Boys are Max Raney and Doye O'Dell, long with Doc Schneider's Texans, here and at other NBC stations. Splitting away the pair came to WGY. Since have added Gilbert Fierros, Mexican violinist, a former Schneider hand, and Pat Attan, slap bass player. Flossie (O'Dell's wife) is being worked into the unit.

It is good, for kind and size. Pays more attention to harmony than do some western broadcasting outfits. Raney and O'Dell have pleasant, although untrained singing voices, and engaging personalities. They act smoothly. Their musical bits—Raney is piano accordionist-pianist and O'Dell guitarist—are competently handled.

They do own announcing in the free-easy, friendly style, characteristic of plainnessmen.
Jaco.

'QUESTION MAN'

With Matthew McEniry, Jack Fitzpatrick
15 Mins.
7-UP COLORADO CO.
Sunday, 8 p.m.
KLZ, Denver

First commercial program to be broadcast from the stage of a Denver theatre, with prizes from six bottles of 7-UP to \$5 being offered for the answering of questions. Questions are not, as a rule, technical, but ones that require keen knowledge.

Jack Fitzpatrick and Matthew McEniry, oldest announcers in point of service at KLZ, do a topnotch job of it. Fitzpatrick mingles with crowd handling the audience mike, while McEniry asks the questions from the stage. The amount of the prize is not announced until after someone has volunteered.
Rose.

JACK STEVENS
Sports Talk
15 Mins.; Local
Sustaining
Sat., 7:45 p.m.
WTIC, Hartford

Well grounded in sportology, Jack Stevens offers a thoroughly listenable post-game session these football Saturdays. Spotted an hour later than the rush score period, WTIC compiles has chance to tell the afternoon's highlights surely and as fully as the major events warrant.

Sustainer is further highlighted by interviews with important gridiron figures, some of them extra high-class, considering there's no emolument involved. List has already included Ducky Pond of Yale, with Jim Crowley of Fordham and Elmer Layden of Notre Dame to come. Weekly program has so definitely caught on that WTIC has advised Stevens to carry through into hockey season, with rink celebs putting in appearance.
Elem.

'MONDAY EVENING QUARTER-SALE'

With Eddie Batchelor, Harry Wismer
Sports
15 Mins.—Local
CHRYSLER DEALERS
Monday, 8:15 P.M.
WJR, Detroit
(Lee Anderson)

For several reasons this program's interesting:

First of all, it's handled by Eddie Batchelor, ex-sports editor on Detroit dailies, who's now p.a. for Chrysler through his own ad agency; in other words, a press agent conducting his own program.

Secondly, show deals with reviews of previous week's grid games; which means Batchelor, who doubles as p.a. for U. of Detroit gridgers every fall, must 'face the music' on stuff he's handed out about U. of D. changes week before.
Nicely done.
Pete.

BILL SLATER
With Swor and Lubin, Bert Whaley, Hugo Mariani Orch.
30 Mins.
CYCLO TRADES
Sunday, 3:30 p.m.
WEAF-NBC, New York
(Campbell-Ewald)

Slated to fold on Dec. 19. Sponsor wants to sell bicycles for Christmas. As a program it rather crowds too much into its 30 mins.

A deal of the time is consumed by running a contest in which swor gets bikes. Public writes in its answers to a variety of things. The orch plays an unnamed tune, a guest is interviewed and commits an error purposely, two incorrect sound effects occur in the program and a murder scene is described with clews and suspects.

Not only most contestants get all those answers right, but they must further vie in writing letters praising bikes. But the time they get through all those varied mental processes they can do with a bike ride in the open air.

Bill Slater, the sports sleeper, m.c.'s and does a good job. He keeps things from being as cluttered as they well might be, and interviews weekly a guest with a yarn to tell, or an interesting job to elaborate on. When caught last Sunday (24) the guest was William P. Montague, assignment editor of Paramount newsreel. He dished out nicely the usual stuff on the excitement, color and occasionally dangerous elements in newsreels.

Bert Whaley is a young baritone with a not-too-well trained voice and a pleasing, easy manner of variable lead in new radio, with a background of picture-presentation houses' stage shows. He can develop.

Bert Swor and Lou Lubin, vet blacked-out comics, are wont to use humor and style right out of minstrelsy, and that's a bit dated. They are experienced troupers and should easily impress better by modernizing material.

Hugo Mariani orch is good and helps clarify the program. Chief fault is that things have to proceed with such rapidity that easy following is hard at times. But, in view of the Sunday afternoon spotting of the program, it is the light type of variety show which will hold appeal, and it hasn't very strong competition. And, maybe, it's just what the doctor prescribed for persons who buy bikes.
Bert.

'INSURANCE PROBLEMS'

With Morris H. Siegel
15 Mins., Local
POLICY HOLDER'S ADVISORY COUNCIL
Thursday, 7:45 p.m.
WMAA, New York

For several years this gent has been debunking life insurance for the education and (presumably) amusement of the listeners and for the agony of some of the underwriting companies. He's still at it, and he still packs a wallop, but no longer names names. That, of course, weakens the program. Risk of punitive legal action is too steep a hurdle.

On the session caught (21) Siegel gave a workout to endowment policies, which he termed 'sucker policies'. What's more, he made a reader. With facts and figures, he riddled all such policies as a chump bet, either for protection or investment. One listener in the company of this VARIETY mugg immediately grabbed a pencil and paper, did some rapid figuring and then stated he was going to change his policy the very next morning—any or all arguments regardless. Emphasized several times on the stanza that neither Siegel nor the sponsor sell insurance in any way, either directly or indirectly. Offer a 25c booklet on 'Insurance Problems'.
Hobe.

'STELLA DALLAS'

Script Serial
15 Mins.
TEXTLEY TEA
Daily
12:30 p.m.
WEAF-NBC, New York
(Blackett-Sample-Hummert)

That wholesaler of script shows, Blackett-Sample-Hummert, has bobbed up with this wholesale bar-jerker. As it happens, 'Stella Dallas' is one of the best jobs among all the daytime serials. Idea of using 'Dallas' is smart, coming on the heels of the big h.o. the United Artist release of last summer did. Also it packs plenty of interest for the femmes, at whom the program is speaking, and in view of the time of airing and the ready-made audience, serial would seem to be a cinch.

Both the two productions (silent and sound) of the film as well as the novel concluded when the title character's daughter married. The other serial continues the yarn, and judging the two chapters caught, is holding up the standard of the air continuance in a manner which can hold up its chin when compared to the predecessor versions of the drama.

Cast is a stock troupe from the Air Features, Inc. files, and good. Writing is also from staff of same outfit, and the continuity carving is super-standard to that usually encountered on such serials in that the pace of action is brisker. Bert.

ELLA LOGAN, ZORINA
With Phil Baker, Oscar Bradley Orc.
GULF GAS
WABC-CBS, New York
(Young & Rubicam)

Last-minute substitute on Phil Baker's show from Hollywood last Sunday, Ella Logan turned in a sparkling job with only so-so material. Adolph Menjou, Andrea Leeds and Bobby Clark, all with Baker in the forthcoming 'Goldwyn Girl' have been guests, but it is reported they didn't get around to reading their contracts until Saturday night, so only found out then that they had previous commitments. That late-bow out left Young & Rubicam and Baker in the frantic middle and they cooked up a quick script for Miss Logan. It wasn't any big gain, but considering the time element, the improvisation wasn't so worse.

At any rate, it gives the little Scotch lady a chance to fool around the kilocycles, which she did to a clown's taste. However, she didn't get the opportunity to unwork any of her braggart singing, which was a disappointment. Gal has an okay comedy style, however, even when she is handed the stooge assignment.

Dancing import, put in a brief appearance that failed to mean much. Merely some obvious hokum nonsense between the Troy and the lady about how gorgeous she is. She put on a Russian accent that weighed a ton a syllable—maybe the McCoy, but it sounded too thin for realism. Still for a femme who's unfamiliar with the language and who made her rep with her gams, the lady's dialogue was okay. As for the regulation parts of the show, they were rather more than usually bogged with icky puns. Hobe.

ORSON WELLES

'The Shadow'
30 Mins.
DELAWARE, LACKAWANNA
Sunday, 4:30 p.m. CST
WGN-MBS, Chicago
(Ruthrauff & Ryan)

Viewing this as along the same plane as pulp detective magazine fiction, there is no particular fault to be found with it. Action is what is wanted, and action is what it has. Logic means nothing, real characters less, so long as there is vivid, high-powered suspense. That is probably as it should be if the sponsor wants the pulp audience.

Both acting and production are a little above the pulp level, and of better quality than the writing which makes no attempt to be first-rate, either in technique or plot. Program, always, comes meagre, dramatic crime plots built around the 'mystery' fantasy, The Shadow, and from a crime-does-not-pay angle.

Sponsor is trying to sell coal with this show, and that's all right, too. Individual coal buyers, that is for homes are those of the lower income brackets which after all constitutes the pulp audience. Loop.

NORMAN CORWIN

Fortie License
15 Mins.—Local
Sustaining
Wednesday, 9:45
WQXR, New York
Dramatized poetry with characters assuming roles in reading of poems is highbrow stuff appealing only to small portion of populace. Corwin, director and chief reader, is also a film publicist and presents a strange mixture of p.a. and poet.

Less pedantic guests than Emil Belaver, stager of Alfred Kreymborg's works as guest, would have been more welcome. Smug stabs at Hollywood, etc., and over-display of erudition is no asset to program.
Hurl.

'JENNIE PEABODY'
With Minto Everett, Orla Brandon, Edith Adams, Don Hoamer
15 Mins.
F&F COUGH DROPS
M-W, 8:30 p.m.
WBEM-CBS, Chicago
(Blackett-Sample-Hummert)

Promising start. Has both characters and situations, and gets them over with a minimum of hok.

Story leans more to comedy and human interest than to home and mother sob stuff yet is built on the same solid formula that has been successful since beginning of radio.

In first episodes, the old maid post-nutrient-storekeeper shows her knowledge of the neighbors by influencing to adopt a child by the you-can't method.

Characters, themselves, are excellently done from both the acting and writing viewpoint. Minto Everett, in the title role, is particularly convincing, and the role of Silas, while a bit in first episode, gave so clear a picture that it could well be a lead. Spotted among the Cinderella and ingenue-hysteria hours, this good human-interest serial should go places.
Loop.

U. P. SUNDAY ROUND-UP

With...
15 Mins.—Regional
SAVINGS BANKS
Sunday, 2 p.m.
WGY, Schenectady
(De Rouville)

New program marks the first co-operative radio advertising by banks of this area. The Albany City-Schenectady City Savings joining in promotion. 'Roundup' is one of several United Press features which WGY has been dangling before prospective sponsors.

It is fairly serviceable, but not outstanding air stuff. A quarter-hour news broadcast at 2 p.m. Sunday can hardly pack the heavy punch. By that time many listeners have waded through one or more good-sized morning papers. This leaves only spot stuff (of which little usually breaks late Sabbath a.m.s) and supplement material for an 'extra' on the air.

Persons going without a Sunday paper are not likely to cause any patronage rush at banks; whether those who prefer listening to reading will be thrift customers is open to debate.

Comment on and interpretation of the news would give 'Roundup' more appeal. In its favor here, as spotted, is the fact opposition on the dial is only so-so. And advertising is not ding doney.
Jaco.

GEORGE H. BRADLEY

FITGER BREWING CO.
Saturdays, 9:30 P.M.
WCCO, Minneapolis-St. Paul
(Leo Burnett)

Following the windup of its fishing contest, sponsor now trots out George Bradley, former state tourist bureau director, in a spiel on conversation and outdoor sports tied in with a contest in which a pedigreed pup is given away every week for the best canine name submitted.

First week, more than 1,000 entries poured in, with a femme from North Dakota winning a cocker spaniel. Different breed up each week. No sales slips or box totes—just a name does the biz.

Three Tones are very okay, doing nifty vocalizing on 'Rufus Rastus' (John Brown and 'I'm an Old Cowhand', when caught 'Gamut of songs ran all the way from 'La Paloma' to 'Old Man River'.

While on the fact of it, it's hodge-podge entertainment, but fact that better than a thousand entries a week are pulled in must prove it's what the public wants. Rash.

SHOWMANSHIPS
THE THING!

WBT-originated programs are SHOWS, from beginning to end. That, more than power* or anything else, explains why WBT remains without real competition in the Piedmont Section of North and South Carolina—where WBT serves a population of 2,000,000 people who have nearly 30% more spendable income than last year.

*50,000-watt WBT is the most powerful station between Philadelphia and Atlanta. If you live in the East, the chances are you can listen to WBT in the evening on your home set.

WBT
"The SHOWMANSHIP Station of the Nation"

Charlotte, North Carolina, 1080 Kilocycles. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

IT'S ALL IN KNOWING HOW..



THOMAS PATRICK, Incorporated
HOTEL CHASE, ST. LOUIS

REPRESENTATIVE: PAUL H. RATNER CO.
NEW YORK CHICAGO SAN FRANCISCO

Fined for Plagiarism of Material, Marxes Appeal 'Humiliating Verdict'

Los Angeles, Nov. 2. Federal court jury last Saturday (30), after deliberating for 47 minutes, found Groucho and Chico Marx guilty of copyright law violation in assertedly lifting material written by Carroll and Garrett Graham for a radio sketch. It marked the first time in years that anyone in Hollywood had been convicted of a criminal charge involving plagiarism. Jury was composed of men.

Grahams had claimed that they had submitted the skit, 'Mr. Dibble and Mr. Dabble' to the Marxes in 1935 but that the script was not used. They declared the material showed up in almost identical language a year later in a broadcast by the Marxes over a coast to coast network.

Before the verdict was handed down Chico Marx told newspapermen 'we've bought scripts for years and always paid honestly for what we got. We had no knowledge that anything in this radio sketch was taken from anything else. We never in our lives deliberately plagiarized anything.' Marx Bros. settled a civil damage suit with the Grahams out of court some months ago.

Yesterday (Monday) U. S. District Judge Cosgrave fined the Marxes \$1,000 each, which was not paid and oral notice of appeal was filed. They were freed on bail pending further hearing.

In pronouncing sentence the judge said there was some question of validity of indictment on which Marxes were brought to trial. However, he said he was convinced that there had been moral offense.

After sentence the Marxes issued the following statement: "We, after 28 years of honest endeavor in the theatrical field, in which we hope we have brought to our public entertainment and happiness, are faced with indignity of having been convicted of misdemeanor. We know we are innocent of ever intention-

ally taking anyone's property. So much has been written for stage, screen and radio broadcasts that original plots are difficult to obtain and exceedingly unusual. That we should have been singled out during negotiations to settle civil suit, indicted and then found guilty on evidence which we conscientiously believe could not, by wildest stretch of imagination, be construed as holding us guilty of willfully taking another's property is, to say the least, very humiliating.

"We have instructed our attorneys to take an appeal. They are proceeding to do this. While it is true the offense charged is only a misdemeanor, nevertheless we are compelled by utter unfairness of whole proceeding to demand that the matter be submitted to higher court."

KEMP, FAYE WIND-UP; WHITEMAN DICKERS

Hollywood, Nov. 2. First of fall crop of West Coast radio shows to take count is Chesterfield. Half hour with Hal Kemp and Alice Faye. Will wash up Dec. 24.

Agency is negotiating for Paul Whiteman.

Irene Wicker Divorced

Chicago, Nov. 2. Irene Wicker, known best as Kellogg's Singing Lady, last week obtained uncontested divorce on ground of cruelty from Walter C. Wicker, who has become established as ether scribbler.

Couple was married in 1920. Mrs. Wicker was awarded custody of the two children, Nancy, 11, and Walter, Jr., 15.

Radio Type-Casting

St. Paul, Nov. 2. Brooks Henderson, KSTP announcer, has long been behind the mike on a spot sponsored by a funeral director. When contract renewal came up recently, sponsor specified that Brooks must handle production. Last week Henderson was advised that a certain cemetery was going on the air. "You," said his boss, "will handle the show."

"Migawd," shrieked Brooks, "I've been typed."

KOL, Seattle, Studio Show An Innovation

Seattle, Nov. 2. Station KOL, new Mutual-Don Lee affiliate, has leased local little theatre. 'Playhouse of the Air,' Weisfeld & Goldberg show, is now presented Sundays. Tickets given out by sponsors, jewelry concern. House count was 416 people at first audience presentation.

Century Club's Little Theatre is used. While bare and without carpets and acoustic tests, the KOL show Sunday clicked with audience working to applause cues. Transcription pickup of the show checked a few bugs but they were cut out after the first show. This is an innovation in Seattle.

Jane Cowl Queening

Jane Cowl has been set for the Kate Smith show Nov. 18, to do an excerpt from Maxwell Anderson's legit, 'Elizabeth the Queen.' Burgess Meredith guests on tomorrow (Thursday) night's show in a briefcase from the same author's 'Winter set.' Sammy Weisbord, of the Morris office, set Miss Cowl.

Special Sales Promotion for Radio Program Ideas at Ruthrauff & Ryan

NEW PROGRAM FIRM

Paul Meyer, Former WBS Exec., Heads Indie Organization

Paul Meyer and Associates is the name of a new independent radio program-building organization. Meyer, until his resignation a couple of years ago, was a v.p. of World Broadcasting.

Allen Gordon of WEVD, New York, and Aaron Baron, a music critic for foreign newspapers, are in on deal as partners. Incorporation at Albany is stated to be imminent. Ethan A. Kayes is the attorney.

Firm will peddle new programs to agencies.

Stoopnagle and Budd Fly West for Packard Date

Stoopnagle and Budd fly out to the Coast Nov. 18 after closing the day before at the Metropolitan, Boston. They are due to play the Packard show Nov. 23.

Team's manager, Nelson Hemse, will precede them on the same journey by a day.

Paul Kapp with CRA

Chicago, Nov. 2.

Paul Kapp has been taken into Consolidated Radio Artists to head the local radio department.

Newcomer is brother of Jack Kapp, prez of Decca.

Replace 'Pat and Hank'

Chicago, Nov. 2.

McJunkin agency setting up comedy-musical show to replace current 'Pat and Hank' in plugging Princess Pat cosmetics on WENR.

Replacement to take place in three weeks.

Chicago, Nov. 2.

Ruthrauff & Ryan agency here inaugurates a new ether trend with the establishment of a special radio sales department which will specialize strictly in the selling of radio packages and programs to advertisers.

Will operate under the supervision of the radio department chief, Ros Metzger. Coming in to handle the actual duties of the radio sales division is Ward Webb, formerly with the Russell C. Comer agency of Kansas City.

Department will supplement the account executives in contacting advertisers, with the talk to be confined entirely to radio ideas, whereas the average account chief has been thinking primarily in terms of black-and-white.

It marks a broad step on the part of R. & R. under the Metzger ether captaincy to stress radio as a major factor in all advertising schedules.

FLETCHER & ELLIS' QUAKER OATS SHOW

Chicago, Nov. 2.

Quaker Oats is readying a five-a-week kid script show, 'Dick Tracy,' to start on a platter and spot schedule on some 40 stations throughout the country on Jan. 3.

Being placed through the Chicago office of Fletcher & Ellis agency. Latter has had close contact with the Quaker Oats firm since its Shirley Temple tie-up.

Add: Writing a Play

Al Lewis and Hank Garson, who worked on the script of the Walter O'Keefe-Bristol-Myers show, leave next Monday (8) for a cruise.

They hope to finish a play during the trip.

OUT FRONT

- in audience
- in power
- in volume of business
- in equipment

WCAU

50,000 WATTS PHILADELPHIA

ROBERT A. STREET, Commercial Manager

Chevrolet Dealers Breakfast Show Fed From KOMO, Seattle to Smaller Towns

Seattle, Nov. 2. KOMO was feeding station of a Chevrolet breakfast from dining room in Olympic hotel here. Hooked in were KVOB, Bellingham; KRKO, Everett; KGY, Olympia; KHQ, Spokane; KVI, Tacoma; KPQ, Wenatchee and KIT, Yakima.

Program had Archie Loveland's orchestra, Alice Corlett, Varsity Quartette, Pauline Behnke and five character actors. Started at seven a. m., and ran full hour. Two skips included for general build-up of the new Chevrolets.

In all cities where the program was piped, Chevrolet dealers were at breakfast with loud speaker master of ceremonies to the bunch.

LOUCKS ASKS REORG IDEAS

Philip Loucks, as secretary for the reorganization committee of the National Association of Broadcasters, is soliciting member stations for suggestions on the project.

Circular letter received by broadcasters in the New York area urges them to submit to Loucks any ideas that might have occurred to them since the NAB convention of Oct. 12-13 at which it was voted to revamp the association's methods of operation and administrative departments.

'NO RADIO LISTENING,' JUDGE WARNS JURY

Seattle, Nov. 2. Local radio stations came under the ban of Judge Calvin S. Hall in superior court when he instructed jury hearing a graft trial to desist from listening to radio broadcasts, especially news, as they might influence their decision.

Originally jury was locked up for the night, but when one of the jurors became ill case was postponed and jury members were permitted to go to their homes until next day.

GAS-METRED

Local Politicians Checked By Schenectady Ad Agency

Schenectady, N. Y., Nov. 2. A new wrinkle in political broadcasting for the WGY area was the engaging of an agency, Leighton & Nelson, to direct the production of several evening programs on WGY for Montgomery County Democratic Committee. Three staffers, Winslow Leighton, Ed Flynn and Sylvia Klarsfeld, worked with candidates on salvos.

Leighton emceed, and with the other two, dramatized achievements of Democratic administration in Amsterdam. Instead of the usual quarter-hour sound offs, speeches of candidates were kept under the two-minute limit. Incidental music used. First time area political plugs carried any showmanship.

HILLBILLY STUFF INCREASES AT WLW

Cincinnati, Nov. 2. Hillbilly programs are coming in for extra attention by WLW, which recently tumbled down swing music for sustainers and remotes originating on the 500,000 watt. With the acquisition of a flock of rustic combos for the Renfro Valley Barn Dance Saturday night stanza on WLW and the WLW Line, plus its own standby fiddlin' acts, the station probably holds the nation's record for quantity of hillbilly talent.

For long WLW's daily airings, Monday through Saturday, have been inaugurated with 90 minutes of hoe-down singing and playing under the label of 'Top of the Morning,' starting at 6 a. m. To provide this same form of entertainment for listeners unable to catch the Top of the Morning shows, the station is dividing the talent for two additional periods. One, called the Hoosier Howlaway, is on Tuesday nights from 9 to 9.30. The other, tagged Rural Roundup, is aired on Sundays from 11:30 a. m. to 12:30 p. m. Both of 'em feed to the WLW Line.

Tommy Kearns on Own

Thomas M. Kearns, formerly with Atlas Radio, and Fanchon & Marco as p. a., has opened his own offices in Radio City.

Will specialize in organization publicity with stress mail p. a. service for small radio stations in hinterland minus p. a.'s.

Don Lee-Mutual To Build Own If NBC Deal Chills

Los Angeles, Nov. 2. Don Lee-Mutual will erect a studio in Hollywood if negotiations for the NBC plant on Melrose avenue fail to culminate in a deal. Lewis Allen Weiss, coast head of the twin chain, has made an offer for the NBC property which is now under consideration by the web biggies in N. Y. Understood that NBC will hold on to the plant even after the new studios are ready, figuring that it will be needed as an overflow production spot.

Weiss is entertaining offers of out-fits which want to finance the building of a plant for the Tommy Lee crowd. Switch from downtown will be made next spring.

Kitchen Klenzer B.R.'s Grocery Store Vox Pop Via WBBM Quiz-Buggy

Chicago, Nov. 2. Getting delivery on its new trailerized studio this week WBBM next week starts its first commercial tie-up for the studio-on-wheels when Kitchen Klenzer begins a new program next Monday (Nov. 3).

Truck will move from store to store to pick up and record interviews with the femme shoppers, with the platterized chatter to be broadcast later from WBBM on a thrice-weekly grind. Klenzer has been using a women's club interview program called 'Meet the Missus' for the past year or so.

NBC's New Coaster

Santa Barbara, Calif., Nov. 2. Newest National Broadcasting affiliate, KTMS, owned by Publisher T. M. Storck, went on the air for the first time last Sunday (31).

Transmitter is 26th in Don Gilman's western division.

RADIO SHOWMANSHIP

(Attention-Getters, Tie-Ups, Ideas)

Outstanding Stunts

HIGH SCHOOL DANCES WNBX, SPRINGFIELD, VT.

WNBX's High School Dances Springfield, Vt.

Playing the big-hearted brother to Springfield High School, WNBX began by furnishing recorded equipment for Friday night staged school dances, to keep students from unsupervised public slots. When the Board of Education found that the youngsters were wandering away after the first hour of taping to platterized music, Manager Phil Hoffman sent over Ozzie Wade's WNBX swing orchestra. The latter caught the fancy of the teens, leading them to remain for the entire session. WNBX is now airing a portion of each dance its staff working with school officials on a contest to select student announcers.

Petry and WFIL, Philadelphia, Apart

Transamerican Started Friction—WFIL's Own Spot Sales Organization an Abrasive

DICK RICHARDS' DIVVY

Its Nine Months in Detroit, Three On Pacific Slope

Detroit, Nov. 2. Published reports in dailies he planned to move to California, and sell his Detroit Lions pro eleven, were scotched last week by George A. Richards, principal owner of WJR here and WGAR, Cleveland.

On the contrary, Richards declared, he intended building a new home here, and said his annual residential plans, as in the past, would call for nine months in Detroit and three months in Beverly Hills, Calif., where he has a home.

HARTFORD TIMES POLLS ITS READERS ON WHT

Hartford, Nov. 2. Circulation of Hartford Times, owner of WHT, canvassed by station as aid to program planning.

Readers of daily got printed questionnaire, explanatory note from Manager Cedric W. Foster of broadcast and envelope to be picked up next day by Times carrier. Queries directed to daytime and night listening, favorite 'ems on WHT and other stations, reception of WHT, preferred news broadcasts and hours of tuning.

Frank responses invited with this line, 'If you don't listen to us, we'd much prefer to have you say so, than to try to please us with your answer.'

Earl Hadley Joins Agency

Chicago, Nov. 2. Earl Hadley, who has had considerable background in musical instrument and radio receiver business, joins the Henri, Hurst & McDonald agency as account executive for the home appliance division of the Fairbanks, Morse & Co.

Hadley was formerly general advertising chief of the Rudolph Wurlitzer firm, and previously with Grigsby-Grunow and the Cable Piano company.

Zenith to Thompson

Chicago, Nov. 2. Unanticipated switch on the part of Com. Eugene McDonald sends the Zenith radio account to the local J. Walter Thompson agency.

Thompson officials take over the Zenith 'telephatic' radio program immediately and will rearrange show treatment and exploitation.

Edward Petry and WFIL, Philadelphia, have reached the formal breaking point. Cancellation of his representation contract with the station becomes effective Nov. 19. Petry advised WFIL five months ago, when it started taking Transamerican programs, that he was canceling, but the station elected not to acknowledge the letter. WFIL has in the meantime established its own national sales offices in New York and Chicago.

Contract between Petry and WFIL doesn't run out completely until May 19. Under the terms of this agreement the station continues to pay him a commission on all national business that it gets before that date.

It is understood that two other stations are negotiating to come in with WFIL on its operation of the New York and Chicago offices. WFIL reported that the Chicago office in its first week took in \$20,000 worth of billings, or more than had been obtained in this area through the other arrangement during the previous nine months.

BIG WORD BOYS WILL SPELL 'EM

Lowell Thomas's 'Nine Old Men' and George Bye's 'Prehistoric Sluggers,' two of the literati soft baseball league teams, will compete in an etherized spelling bee on Dec. 12 at 1:30 p. m. over a coast-to-coast network. Paul Wing at NBC will function as Beamsaster.

Broadcast will be from Lowell Thomas's home in Pawling, N. Y. Only absent member of the teams will be Deems Taylor, who has to handle the Philharmonic broadcast that day.

E. A. DAVIES AT WIP, REPLACING CORMIER

Philadelphia, Nov. 2. Major Edward A. Davies was named by Ben Gimbel, Jr., prez of WIP, as station's manager Monday. Davies succeeds Al Cormier, who departed a fortnight ago, after two years with the outlet. Pioneer in Philly radio, Davies was with WIP as program director until five years ago when he stepped out to become account exec at John Falkner Arndt Ad Agency.

Official shuffle at WIP regarded as giving Gimbel more say-so than ever about detail at the station.

WWJ Imports Talent

Detroit, Nov. 2. As part of a general expansion of station's talent and production departments, WWJ is importing several performers and rearranging offices in new studio building.

Shifts to coordinate station's production forces. Will necessitate moving of press relations staff back into Detroit News (station's parent) building across the street. Will affect Herschell Hart, ether ed of News who also has 'Gossip of the Stars' show over WWJ; Gladys Osborn and Ken Manuel, Hart's aides.

Among outsiders so far signed on a talent hunt by Production Chief Wynn Wright are Eugene Conley, tenor from N. Y., who'll be heard on 'Kottler Conducts,' one of station's new policy shows which won't be changed from the 7:15 p. m. band regardless of commercial possibilities; and Jonathan Hale, juve lead who'll be heard in 'Pretty Kitty Kelly,' 'Crime Clues,' etc.

A-20 YEAR RECORD

Gus Arnheim—Countess Olga Albani—Irving Aaronson—Zinn Arthur—Astor Hotel—Gertrude Berg—Mildred Bailey—Ben Blue—Lena Belasco—Balls Baker—Beaumont Sisters—Frank Black—Milton Berle—Ben Bernie—Jerry Cooper—Charles Cardle—Russ Columbo—Bing Crosby—Bob Crosby—Jesse Crawford—Tito Cugat—Cek Calloway—Harry Conn—Jelly Ceburn—Dolly Day—Morton Downey—Eddie Duchin—Fid Dorsay—Tommy Dorsey—Frank Bailey—Duke Ellington—Ted Florida—Jane Freeman—Rudolf Friml—J. Farcus—Geor Felix—Ferdinando—Texas Guinan—Johnny Green—Ferde Groff—Benny Goodman—Jelly Gillette—George Hall—Ira Hutter—Dick Hineber—Lennie Hayton—Jack Jenney—Georgia Jaxell—Jennett Hobbs—Roger Wolfe Kahn—Henry King—Peter Kent—Gus Kahn—Little Jack Little—Dorothy Lamour—Vincent Lopez—Guy Lombardo—Abe Lyman—Frances Langford—Ed Lowry—Jerry Mann—Jack Mills—Margo—Joe Marsala—James Melton—Borrah Minevitch—

GEORGE D. LOTTMAN

PERSONALIZED PUBLICITY

1650 Broadway, New York

HOLLYWOOD MIAMI

Heen Morgan—Benny Meroff—Red Nichols—Donald Novis—Red Norvo—Oscar Oshina and Leasy—George Olsen—Louis Prima—Rick and Estel—Mamie Rickford—Buddy Rogers—Rubinoff—Alan Roberts—Ripley—Hazel Renavall—Harry Richmond—Joe Reichman—Martha Rayne—Jack Robbins—Riley and Farley—Lee Reisman—B. A. Rolfe—Freddie Rich—Phil Ragan—Phil Spitalny—Kate Smith—Harry Sennik—Cornelia Dix Sklar—Andy Sannella—Ray Sinatra—Mary Small—Stephanie and Budd—Sisters of the Skillet—Arthur Tracy—Conrad Tibbault—Max Terr—Rud Valley—Warren and Dubin—Anson Weeks—Dorothy Wilkins—Lee Wiley—Westerners—Paul Whiteman—Ralph Watkins—Victor Young—Hickory House—Music Corporation of America (Music Division) and many others.

THE BEST BET FOR THE NEW YORK MARKET

Chosen by "Variety" as
NEW YORK'S
NO. 1 SHOWMANSHIP
STATION
DIAL 1010



Affiliated with Loew's
Theatres and the Metro-
Goldwyn-Mayer Studios
1540 BROADWAY
NEW YORK CITY

SUCCESSFUL ADVERTISERS WHO HAVE USED WLW CREATED AND PRODUCED PROGRAMS—

American Products Company
American Rolling Mill Company
American Tobacco Company Incorporated
Armand Company Limited
Axton Fisher Tobacco Company

Beaumont Laboratories
Bernard Perfumer
Bristol Myers Company

Chicago Mail Order Company
Commentator Magazine
Consolidated Drug Trade Products Incorporated
Crown Overall Manufacturing Company
Curtiss Candy Company

Dodge Brothers Corporation
Drackett Chemical Company
Drums Incorporated

Early and Daniel Company
Estate Stove Company

Fels and Company
Fendrich, H., Incorporated
Ferris, Earl, Nursery
Foley and Company
Fougera, E. and Company, Incorporated
Frostilla Company, The

General Mills Incorporated
Gruen Watch Company, The
Hixson Corporation
Hydrosal Company, The

International Harvester Company
Kellogg Company, The
Ken-Rad Tube & Lamp Corporation
Keystone Steel & Wire Company
Kroger Grocery and Baking Company, The

Lavena Corporation
Lehn and Fink Products Company

Lewis-Howe Company, The
Luft, George W. Company, Incorporated

MacFadden Publications Incorporated
Mail Pouch Tobacco Company
Mantle Lamp Company
McKesson and Robbins
Mennen Company, The
Moore, Benjamin, The Paint Company
Morton Salt Company
Mueller Company, C. H.

North American Accident Insurance Company
Norwich Pharmaceutical Company

Ohio National Life Insurance Company
Olson Rug Company
Oshkosh Overall Company

Penn Tobacco Company
Pinaud Incorporated
Pinex Company
Procter and Gamble Company
Puhl, John, Products Company
Pure Oil Company
Purity Bakeries

Refiners Incorporated
Refrigeration and Air Conditioning Institute
Reliance Manufacturing Company
Remington-Rand Incorporated
Rieser Company Incorporated

Smith Brothers Incorporated
Standard Oil Company
State Auto Mutual Insurance Company
S S S Company
Swift & Company

Ubiko Milling Company
Wasey Products
Willys Overland Company

Mae Murray on WMCA Commercial; Gen. Mills Wants Five Cost-Sharers

WMCA, N. Y., has reamped its daily three-hour (2:30-5:30 p.m.) program of music, songs, chatter and sports' results.

Added to the regular roster of performers are Mae Murray, silent screen star, who is doing an ether love-lorn column for her first regular radio work; Waite Hoyt, Brooklyn Dodgers' pitcher, doing 'hot stove' spilling on baseball; and Ken Strong, former All-American back at E. S. U. and now a pro player, who gossips about the gridiron.

Continuing on the show are Kay and Buddy Arnold, song team; Powell Clark, Hollywood into 'insider'; vocalists Helen Young, Jerry Baker, Lorraine Barnett, Larry Winn; personality-interviewer Frankie Basch; announcers Bob Carter, Don Kerr, Garnett Marks, Joe O'Brien and Joe Tobin; Lee Grant orch.

General Mills is still sponsoring the whole program in behalf of its products 'Wheaties' and 'Bisquick.' However, General has told WMCA that it eventually proposes to bankroll only one-sixth of the program, and has asked the station to attempt to sell the remaining slices to other sponsors with products which do not compete with the milling company. General's idea is that a total of six firms should underwrite the program, all receiving alternating participatory plugs.

WPEN MINUS WRAX; REDUCES LINGUALS

Philadelphia, Nov. 2. WPEN, here, dropped its sister foreign-language time-sharing outlet, WRAX, today. WRAX call letters will be silent in Philly for first time in more than a decade. At same time WPEN jumps daytime power from 500 to 1,000 watts and operates around the clock at the higher kilowatts, ceasing to share time.

George Lasker, new manager, declared station will gradually try to get away from its heavy percentage of foreign-language biz and get more balanced programs. He indicated they may get out of the 'no spikada-English' biz altogether eventually.

Angelo Palange has been brought over from WMCA, New York, on full-time. He is developing series of sports programs to get new audience for the station.

WRAX was a pioneer station in this part of the country. It was founded by Walter L. Flexon, of Gloucester, N. J. He sold it to the Berachah Church, which operated it exclusively with religious programs for several years before selling it to WPEN. WPEN-WRAX was recently bought by John Iraci, owner of WOV, New York.

KNX Tower Due May 1

Hollywood, Nov. 2. Columbia's new transmitter for KNX in the El Nido district, 15 miles out of town in the industrial district, will be in operation around May 1. Construction of the shock-proof building and 500 foot vertical radiator gets under way this week. Plans call for standby emergency plant and short wave facilities.

Meanwhile the Hollywood plant will be ready for occupancy around Feb. 1.

WSM's Time on WLAC To Assure 'Best Game' For Kellogg Sponsorship

Nashville, Nov. 2. WSM bought time on WLAC, CBS release in the same town, to broadcast the Georgia Tech-Vanderbilt game for Kellogg last Saturday (30). Maneuver was resorted to when it developed that Kellogg and WSM, the cereal packer's regular football outlet in this area, had guessed wrong on which would be the most important local game Oct. 30.

After arrangements had been made earlier in the season to clear the Tennessee-Georgia meet over WSM, last week found that the Georgia Tech-Vanderbilt had the edge of public interest by a wide margin. WSM and Kellogg decided to go through with the original schedule on the latter station and solve the dilemma by jointly sponsoring the other event on WLAC.

Leslie Meek Heads Eastern Rep Firm in San Francisco

Chicago, Nov. 2. Craig & Hollingsbery station rep company is opening a west coast office immediately.

Located in San Francisco, it will be headed by J. Leslie Meek who has been active for several years in the Coast advertising field.

Frisco spot makes it the fifth office for the C.H. rep outfit.

'Ma' Changes Schedule

Chicago, Nov. 2. 'Manhattan Mother,' WBBM sustaining serial, switches from a five-a-week 15-minute serial to a 30-minute on once-a-week.

Has had an all-summer run in late night spot and recently switched to dinner hour. Begins its once a week stand Sunday (7), running from 9-9:30 p. m.

YOUR GAG IS MY GAG

Comics Help Selves at Broadcast Warmups

Hollywood, Nov. 2. Radio dress rehearsals with invited audiences day or two ahead of broadcast time were conceived last year by Eddie Cantor and taken up by other comedians as a means to break-in material. But lately, with the top comics being pirated of their choice material no end by the smaller fry, there's talk of calling the whole thing off.

Charge of theft of comedy routines from Cantor was tossed into the teeth of a zany who has a sponsored coast-to-coast program. He is accused of helping himself to some 'over-matter' clipped from the warm-up on account of time limitations.

Phil Baker was in the notion of doing a pre-broadcast with an audience, but decided to take his chances without benefit of live reaction.

Al Jolson does a night-before show and Packard tried it last week with Fred Allen in the guest spot.

One was suggested that those attending the warmup be frisked for pencils and pads before they are allowed in the auditorium.

GERALD K. SMITH TO AIR-ATTACK REDS

Rev. Gerald L. K. Smith, former associate of the late Huey Long, has taken over the network originally intended for Father Charles E. Coughlin for 28 Sunday p.m. broadcasts. Deal was set through Albert Ross agency, New York, and first broadcast will be on Nov. 14, with WHN and WCA the N. Y. outlets. Network includes 38 stations and cost of the broadcasts will be \$96,000. This has been raised by 'popular subscription,' according to Smith.

Sponsor is the Committee of One Million, aims of which are to 'wipe out Communism' and 'rebuild the Spirit of America.' Intention was to start last Sunday (31) but details could not be worked out in time.

Additional midwestern and southern stations are being sought, intention being to try to have 75 stations in the network.

In the east the Inter-City regional will be used. In the midwest quite a few broadcasters whose facilities are offered by the WLW-Line, and in the south just a hookup of indies. Predominant coverage is being sought in the south, where most of the outlets for the talk-series are located. Smith comes from Louisiana.

Origin points for the spiels will be WMCA, N. Y., and WOL, Washington, with the possibility of occasional use of the studios at WIP, Philly. These three towns are the ones in which the preacher is currently carrying on for his 'Committee of 1,000,000.'

Chicago, Nov. 2. Group organized for purpose of furthering Americanism to sponsor weekly 30-minute spot on WIND here.

Going under name of 'Builders of America,' program presents Rev. Matthew Spink, University of Chicago professor of Church History, on initial stanza Sunday (7).

KGVO TALKS HOOK-UP FOR ITS BARN DANCE

Missoula, Mont., Nov. 2. Arthur Mosby of KGVO, Missoula, Montana, has been in Billings and Butte discussing with station managements in those towns a possible Montana hook-up with the KGVO barn dance as a program that could attract a national sponsor for such a circulation package.

A Tuesday night hour the barn dance is currently getting a lot of KGVO's sales attention.

Helen Ford Tries Radio

Helen Ford, Broadway musical comedy comedienne, will take a flyer into radio. She's signed with WOR, New York, for four weeks starting this Friday (5).

Will be spotted on the Pat Barnes program. Sustaining.

E. Christy Erk of Waterbury Republican resuming weekly forum at WBY, Waterbury.

City News' Sponsorship Yen For Election Returns; Many Angles

Audience Shows at WCAU

Philadelphia, Nov. 2. With a 250-seat auditorium, which it has practically never before used because it had no house band WCAU is now going heavy on visual shows since it signed up with musicians couple weeks ago.

Starter is 'Woman's Club of the Air,' featuring big femme names. Next Tuesday (9), Woman's Club will stage a million-dollar fur show, with armored trucks and guards moving in valuable ex-pussycats from every furrier in town. Will also choose a 'Princess of Fur Week.'

As soon as football season is over, a Saturday afternoon show will tee-off, featuring the house band, boy and gal chirpers, and some novelty acts. Also jelling a Sunday afternoon visual.

Phil Myers Hobbles In

St. Paul, Nov. 2. Phil Myers, head of KFMY, Bismarck, hobbled into this burg last week on crutches, having been out of circulation since July.

Myers, who is very active in affairs radio throughout the middle west, was missed by the ether crowd, who had no word from him all summer. He explained the crutch situation by saying that he took a niblick shot in a sand trap last July and finished his swing with a badly sprained back, which later developed into sciatica. Figures it'll be Thanksgiving before he can discard the sticks.

Pacific Coast Notes

J. C. Morgan, program manager of KSFO, San Francisco, was offered \$10 per print for candid shot of an auto accident last week. A woman driver wanted evidence to prove her innocence.

Production Manager Gordon Willis of KGGO, San Francisco, and the former Adda Vitelli are honeymooning in Lake County, Cal. They were married last week.

Malcolm Greenwood added to the KGGO, San Francisco, staff as announcer-producer.

Pat Kelly, p.a. at KFRC, San Francisco, writing script for a new quarter-hour Sunday afternoon program of radio news called 'Listen.' Herb Allen announces.

Joe Spades, manager Detroit office of Edward Petry, a Seattle visitor to check up Chevrolet kick-off breakfast over KOMO.

KVI, Seattle-Tacoma, miked Paul Whiteman, Mary Carlisle, film actress, in Seattle studio last week.

KIRO, Seattle, stretching its studios by leasing additional space since CBS affiliation.

Louis Koltchek, formerly director of KINY, Juneau, Alaska, now in Seattle.

A peculiar situation involving press and radio arose this week between the N. Y. City News Association, the Associated Press, and the Press-Radio Bureau in connection with the broadcasting of last night's (2) municipal election returns.

City News Association recently stated that it would furnish election returns, to broadcasting stations as sustaining programs for \$500 per station. Idea probably occurred to them as a result of WOR's paying that sum for the primary returns recently. City News suggestion was laughed off by the stations at first, as it appeared that Press-Radio would automatically receive Associated Press reports and those in turn would be based on those of City News.

Situation changed on Monday, however, along something like sonspans-father lines. City News told off the A. P. one of its co-op members with the rule book. Under the membership regulations of City News, the A. P. is entitled to give its material only to A. P. members or members of CN. That applies, however, according to an A. P. executive, only to the CN tabular material. A. P. considered it was at liberty to give out material based on the tabulations in the form of bulletins. Situations looked like one in which the A. P. told Press-Radio it was entitled to all news except that on the municipal election.

Then one CBS outlet bought the service from CN. That was WABC and Paul White, director of publicity, stated they would pay the \$500 fee. Meanwhile as VARIETY went to press yesterday, NBC officials stated they would have a staff of between 15 and 25 men in police headquarters, boroughs and precincts. Probably these reports are based on CN tabulations, so that may raise another question later. Daily Mirror also planned broadcasting last night from its city room with a staff arrangement along the same lines as NBC, with WINS and WMCA as outlets.

Offered for Sale

Entire muddled situation seems to have been brought about through the negotiations between Press-Radio and City News. PR wrote CN last month asking how arrangements could be made to broadcast returns. Reply came several weeks later that this would not be allowed by City News as reports were only for newspapers. CN's stand was changed, however, a few days later, and PR advised reports would be available to it, but every station making use of them in whole or in part would have to pay \$500. This meant that if NBC used returns over its 140 outlets the price would come to \$70,000. Later stand was changed again and CN intimated that PR could have the service for all its subscribers for \$3,000. The last word received by VARIETY indicated that PR would depend on United Press and INS reports for the N. Y. election broadcasts.

Possibly the whole thing grows out of a desire by City News to find a means of increasing its revenue. Outfit which is co-operative now has only seven members since the Daily Mirror dropped out in September.

KLZ HAS MANPOWER



Because KLZ has power with men, Denver's men's clothing merchants spend more money with KLZ than with any other station.

For the one and only reason retailers can consider... RESULTS... department, furniture, ladies' ready-to-wear and jewelry stores, too, spend most of their radio money with KLZ. Take YOUR sales story over the same route which the big, successful stores in the Denver-Rocky Mountain region have found most economical and resultful.

KLZ DENVER
Under Management Affiliated with WKY, Oklahoma City and the Oklahoma Publishing Company • Representative - E. Katz Special Advertising Agency

"First 200 Days"

Now in printed form — get the pictorial and factual story of the fastest growing station in America — read the "Big Apple Story" in the "First 200 Days of KGLO."

Write F. C. EIGHMEY, Manager, for your copy.

KGLO, Mason City, Iowa

LINGUALS BOOM IN U. S. A.

Anti-Nostrum Laws Pend in Brazil

Threaten American Patent Medicines, Among Biggest of International Radio Advertisers

Rio de Janeiro, Oct. 22. Radio advertising, such as it is here in Brazil, may become subject to more stringent regulations via provisions of new advertising regulations reportedly being considered by the Brazilian government. Planned legislation is outcome of a Missouriian attitude regarding unconfirmed advertising claims which officials have recently adopted. Henceforth all commercial claims of cures, remedies, etc., will have to be proven before being okayed for loudspeaker consumption by the Brazilian populace.

Any such legislation is considered pretty damaging to American drug and cosmetic manufacturers who radio advertise pretty heavily in S. A. While Brazil is not the most important of the S. A. markets any such action would cut a neat slice out of Yank advertising, but the precedent it sets for the copycat method of legislating in S. A. generally is highly unfavorable to the U. S. sponsors.

POLISH-AIMED SHOW CANCELS OFF MUTUAL

Katro-Lek Laboratories (tonic and laxative) cancel off Mutual with the Nov. 28 broadcast. Foldup will be at the conclusion of the seventh program.

Account rides ten stations on Sundays, 12:15-30 p.m., fed out of W.A.B. Boston. Program is unusual in that it offers Polish music and songs, and the plugs and announcements are rendered in that tongue as well as English. As such it has been the first program to ride a network other than regional.

MARTINEZ-GIL BROS. GO TO BUENOS AIRES

Martinez-Gil Bros. sailed from N. Y., Oct. 30, for Buenos Aires and an eight week engagement on radio Belgrano (LR3). Have options for eight more on completion of date. Mexican trio were formerly on NBC.

Harry Roy, London jazz maestro, has also been signed and leaves London in time to be in B. A. by New Year's Eve of this year. Latter has a 20 week ticket.

GAB OVER EUROPE

Lux Sponsors H'wood Gossip For Sneak Into England

Hollywood, Nov. 2. England and all of Europe will be fed Hollywood gossip from the powerful transmitters in Luxembourg and Normandie by the J. Walter Thompson agency for the Lux soap account. Ed Furman, Coast publicity head for JWT, is rounding up the gab for airmailing to New York and cable overseas. Picture material picked up here as late as Saturday is on the air there Sunday night.

Origination from other side of channel is to get around the British broadcasting commercial restrictions.

CFCF MONTREAL MONOPOLY

CFCF has a monopoly that violates no anti-trust laws! Conditions on the island of Montreal are such that outside stations are not heard in daytime and irregularly at night.

N. B. C. RED & BLUE

WREK & COMPANY, CFCF UNITED STATES REPRESENTATIVES

Sunny South Alberta

Lethbridge, Can., Nov. 2. CJOQ officially bills and announces itself as the 'Station of the Sunny South.'

Broadcaster is located near the 49th meridian, and is actually around 200 miles north of Toronto.

DELAY 50,000 WATTS AT CBL, ONTARIO

Toronto, Nov. 3. Adverse weather conditions have delayed construction of CBL to such an extent that Canadian broadcasting corporation officials have announced the station won't be on the air by Nov. 15 as previously expected. Broadcaster will hit the ether on or around Dec. 1.

The transmitter is being installed at Hornby, 23 miles from here, and, with 50,000 watts, is expected to service all Ontario.

High winds have kept construction men off the station's aerial tower, which is up 500 feet at present. When completed the mast will be 647 feet tall and will be the tallest structure in the British Empire, engineers claim. When completed the station, government owned, will be the Dominion's most powerful.

SECRECY TORN ASIDE

Craven Adopted Candid Attitude on International Aspects

Havana, Nov. 2. For the first time in history American delegates at the Havana radio conference will enter negotiations with full knowledge of what different groups back home desire in the way of international broadcasting pacts. Group headed by Commissioner T. A. M. Craven is armed with raft of data and many suggestions presented at prolonged series of talks with amateurs, short-wavers and various broadcasting factions.

Preliminary round of public discussions was a sensational change in U. S. policy, which customarily places veil of secrecy around all international maneuvers. Instead of whispering behind closed doors, Craven invited all persons with a legitimate interest to sit down with him and the F. C. C. staff to lay the foundation for discussions with Canada and the Latin American countries.

Canadian Chatter

CKNX, Wingham, Ontario, increased from 50 to 100 watts full-time this week.

Whitney Haines new musical director at CKCW, Moncton, N. B.

Arthur B. Ellis, of the CBC Montreal headquarters, currently supervising installation of new equipment at CKW, Windsor, Ontario. New mechanism is designed to be used in exchange of programs between the States and the Dominion.

CKAC, Montreal, has a new publicist in Louis Morrissey; another staff addition is Lauretta Bailey.

CFCY, Charlottetown, P.E.I., buying new equipment and building auditorium studio.

CKCY, Toronto, has tied up rights to '38 games of Toronto (Int. League) team, and now is searching for a sponsor.

CBR, Vancouver, feeding the U. S., through Mutual, three sustainers weekly—'From the Pacific,' 'Boy and Girl' and 'In Modern Mood.' James Finlay produces the trio.

CJGX, Yorkton, now operating on full-time sked. Eddie Houston, orch leader, and Mrs. Helen Wilton Quinn, saleswoman, added to CJRC, Winnipeg, staff.

VISITING ALIENS ARE IN DEMAND

One Station Goes Down the Bay to Meet Incoming Foreigners—English Language Programs Duplicated Into Yiddish, German, Italian, Etc.

BIZ GOOD

By ALBERT SCHARPER, JR.

Foreign-language radio in the United States is an exception to lukewarm spot biz at moment. Linguals are prosperous. Newest trend is to production efforts by local stations instead of transcriptions.

Foreign stations no longer merely spin waxed platters or rely on a commentator to dish out the soothing syrup. Now, the smartly operated foreign-lingo program has production. They're developing their Amos 'n' Andy acts, their Jack Bennys, and even their variety shows.

New touch is being injected, as well as production care, because those stations which feed largely upon commercials in other than the English tongue want to keep their audiences tuning in their native languages. Stations also want sales results with which they might bait advertisers who have never dipped into the foreign-lingo field.

Just as foreign-language programs (Continued on page 42)

South America Pirates Programs Extensively; Pick Up Short Wave, Re-Broadcast on Standard Wave

Buenos Aires, Oct. 22. With and without permission South American stations, particularly those in countries adjacent to the Argentine, have formed unofficial networks by picking up the broadcasts of larger and more affluent stations and rebroadcasting the entire programs in lieu of whatever lightweight programs they could muster themselves.

Radio El Mundo and Radio Belgrano are two of the giant stations hit by the lifting which is done by picking up the shortwave end of the dual-wave broadcasts for reissue over local channels with and without credit. Some stations ask for the official stamp while others take without permission. Complete check-up is impossible or costly. Laxity of radio regulations in S.A. doesn't afford much promise either.

Local Cut-In
While the fact of the pirated programs is never actually laid before sponsors as a virtue, it is mentioned that a program is frequently heard on a continent-wide basis for the same cost. Latter is also one of the reasons why there is no real protest by originating station.

Peculiar angles to the trick are that seldom do the 'takers' delete the commercial copy which might accompany a broadcast, but let the entire program ride right through. There are instances where the broadcast is chopped at the spile to permit injection of label of some local account or local station identification or credit for the broadcast. Majority are honest in this respect,

however, and give the bows to the benefactor.

Gimmick covers all of S.A. and on some occasions spreads to Central America and West Indies. Reports of local agencies of sponsors in other countries gave first indication that practice was rampant.

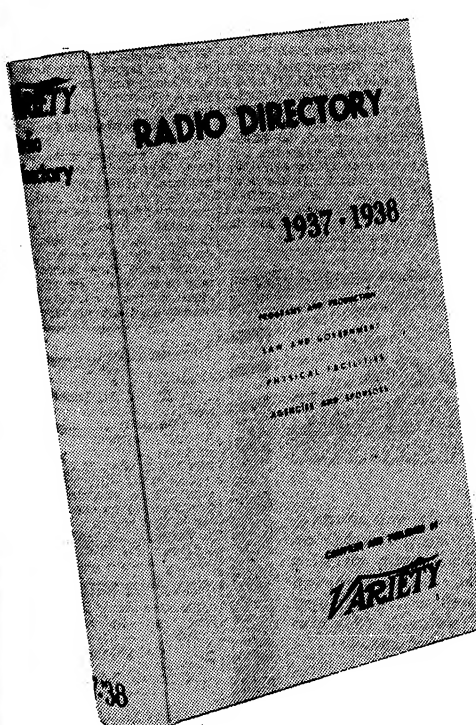
Latest is the snatch of Chan Li Po series on Radio El Mundo by Cuban stations. Program was originally Cuban, but moved to El Mundo last month for a series. Popularity in Cuba has not diminished any, so stations there thought it good showmanship to continue furnishing the fave-on the cuff to themselves.

VISIO PROMISES ARE MADE IN GERMANY

Berlin, Oct. 17. Mans Krieger, president of the State Radio Chamber, announced at the Radio exhib. in Hamburg that three television stations will be operated in Germany in 1938. One is to be in Berlin, another at the Feldberg Mountain in the Black Forest region, and a third at Brocken, in the Harz.

Possibility of a telephone and television combo was discussed at Physics Congress, at Kreuznach. New method for reception is said to have been worked out.

James Gibson new addition to splicing staff at WIRE, Indianapolis, coming on from WLW in Cincy.



\$5

THE COPY

1100 PAGES OF INFORMATION

Orders may be sent to your nearest Variety Office

NEW YORK	CHICAGO	HOLLYWOOD
154 W. 46th St.	54 W. Randolph St.	1708 No. Vine St.

Shortwave Privileges Start Rumpus

NBC and G.E. Dig Into 'Mysteries' of Boston Culture-Sprayer with State Dept. Blessing

Washington, Nov. 2. Three-way competition for temporary privilege to use four of the government's five international short waves turned out last week to be a bitter feud between commercial broadcasters and uplift group. Instead of simply going through the motions, NBC and General Electric ganged up on cultural competition, World Wide Broadcasting Co. of Boston, operator of WIXAL. Tried to discredit the non-commercial applicant by creating mystery about corporate antecedents and finances, besides suggesting inefficient operation and had programing. As the fair-haired candidates with backing of the Pan American Union and hush-hush support of the State Department, World Wide found the going rough when P. J. Hennessy, local NBC attorney, showed consuming curiosity about facts which Walter S. Lemmon, W. W. president, sought to shrug off.

Engaged in educational broadcasting for three years, World Wide witnesses stressed their non-commercial character to show fitness for doing the international good-will chore via the Pan American frequencies. Emphasis was on the tie-up on financial side with Rockefeller, Sloan and Carnegie foundations and, on the talent side, with Harvard, Tufts, Massachusetts Tech. and Boston University. With many caustic digs at commercial operators, Lemmon told how his organization, through World Wide Broadcasting Foundation, has engaged in instructional, cultural broadcasting and promoted international understanding.

Challenging Lemmon's slant that a commercial firm is not qualified for the Pan American assignment, Hennessy raised embarrassing points about control of WIXAL, money conditions, program policies, and corporate history. Brought out that World Wide has been lax in filing financial reports with the Commish and does not make public any resume of fiscal affairs. Showed that at one time the outfit was linked in unsavory mess with stock-selling television schemers. Forced Lemmon to admit that for prolonged period last year transmitter wobbled over a large slice of the spectrum instead of sticking within the government's frequency tolerance.

In pleading his own case, World Wide president, a radio pioneer and successful inventor, explained that WIXAL expects to boost power and install a second transmitter in order to blanket South America with the four government frequencies. Directional antennas would shoot signals to Central America and the west coast of South America over the 9550 kc. ribbon and would cover the West Indies and Eastern S.A. over 15,130. Operation could start within 30 days

Yes, but Who Listens

Washington, Nov. 2. Walter S. Lemmon, president of World Wide Broadcasting Co., tried to impress F.C.C. with high quality of programs aired over his short-waver. Indirectly put cash-and-carry element in the doghouse with repeated observations that WIXAL 'does not carry advertisers plugs,' etc. It went over well until on cross-examination he was compelled to admit that part of the pedagogic program fare served WIXAL audience includes such items as lectures on terrestrial magnetism, geology, and other abstract sciences. 'Do you think material of this sort is interesting to your foreign listeners?' tartly inquired P. J. Hennessy, one of the NBC attorneys.

after permission granted to use the frequencies, he said. Frequencies, which may be snatched back at the Cairo conference if not put to use in the meanwhile, are not available for commercial operation. Neither NBC nor G.E. could sell any time in the event they receive one of the assignments, while program building would be subject to long-distance supervision by Federal agencies.

\$3,339,739 IN OCTOBER FOR NBC

(Early deadline because of elections yesterday curtails the usual detailed analysis of the monthly time sales.)

NBC grossed \$3,339,739 from the sale of time last month as compared to the \$3,096,489 which prevailed for October, 1936. Baseball and politics was represented by \$654,333 of the latter figure. If this sum is deducted NBC was ahead last month by 9.8%; otherwise it's a drop of 9.7%.

Red (WEAF) network did \$2,222,803 the past month, while the blue (WJZ) link accounted for \$1,116,936. Tally for the network as a whole for the first 10 months of this year, is \$31,630,854, or 11.5% better than the \$27,496,632, which prevailed for the parallel period of 1936.

Linguals Boom

(Continued from page 41)

got their start in New York, then spread and are still enlarging as far south as Baltimore and west to Chicago, plus stout coverage in New England, so in the New York area has production first been invested in such shows. There's a bit noticeable in Chicago, but the other towns haven't swung around very generally to it yet.

WBXN, Bronx, N. Y., believes it can match on its folio almost any type of program extant in English elsewhere. Station pioneered a 'March of Time' news dramatization in Yiddish, likewise a program in German labeled 'Question-Air,' which is similar to 'Prof. Quiz' on CBS. There's a big variety show, 'Charley Brooks review,' which airs in the Teuton tongue on Sundays, having all the ingredients of a network variety layout.

Navarro in Spanish When Ramon Navarro was recently visiting in New York, he guested twice on Spanish commercial. Polish girl who was runner-up in the National Women's Tennis Championship at Forest Hills last autumn was being dickered for for a Polish program, but went home after her final defeat. If she had copped the crown, she'd have done a series of guesters.

Carlo Bruni, recently arrived from Italy and currently tending at the Roca (Italian) theatre, N. Y., did a guest spot Sat. (30) on WBXN, and is carded to repeat on the same Italian program on Nov. 6.

Herbert Otteng, producer of Teuton-tongued programs on WBXN, now goes down the harbor to meet, on incoming boats, w.k. Germans. He transcribes interviews with them, which are aired the same night on a German commercial. It's the same idea English-program producers use on gangplanks, at airports, etc. On WHOM there's a Polish equivalent of 'The Voice of Experience,' On WARD a 'Yiddish Street Singer,' on a commercial for Physical Culture Shoe, working in the style of Arthur Tracy.

WOV, N. Y., which carries a heavy load of Italian programs and feeds to a network of ten stations in an area extending from Massachusetts to Philadelphia, has Procter & Gamble bankrolling a religious, 'Meditations,' and a pair of script series ('Album of Love' and 'The Ivory Tower'), which are virtually identical with the American-savvy series P & G sponsors generally.

Old Gold has a Sunday variety on WOV, tagged 'Tangled Cabaret,' in which the layout of the show almost parallels that of the folded 'Maxwell House Showboat.' For Sax Furniture the same station has a Burns and Allen equivalent in the Cipo-duzaz.

There are vox pop, household hint, symphonic, operatic, femme fashions, and dramatic programs on all the stations now. And with the number of foreign-spikky programs constantly booming, those who thought such shows were only a stop-gap for this-generation immigrants until they learned Yankee may be mistaken. By all signs, foreign-language programs are not only here to stay, but mushroom.

Johann Steel, with Heavy Accent, Will News Chat

WMCA, N. Y., has a new commentator in Johann Steel, self-exile from Germany who came here after Hitler's ascendancy. Talker will start on a thrice-weekly evening schedule on Nov. 16.

Steel talks with a heavy Teuton accent, thus becoming one of the few commentators on the air speaking in that manner. When resident in Germany he contributed special articles to the N. Y. Post.

GRUEN ON BULOVA'S WNEW

Bulova-owned station WNEW, New York City, has just signed a contract with Gruen watch. Using signals and participation in Martin Block show.

McCann-Erickson is agency.

Karl Hoffmann Smacked

Buffalo, Nov. 2. Karl Hoffmann, WGR chief engineer, was injured in a three-car auto crash while en route to Niagara Falls to supervise the regular Saturday night Carburundum program on CBS.

Hoffmann suffered bruises and lacerations. No one else was hurt.

Ratio of Grants To Petitions Is 2 Out of 5

Washington, Nov. 2.

Nearly two out of every five requests for authority to build new broadcasting stations during the past six years have been granted by Federal authorities, without the inconvenience and delay of public hearing. Estimating that several thousand applications have been filed and only a small proportion pressed to a finish, William Massing, chief of the Federal Communications Commission license section, last week testified during the Segal-Smith disbarment trial that a high percentage of pleas are successful in the first round. He was unable, however, to estimate the proportion of winners in the total batch on file.

Between July 1, 1930, and Sept. 29 this year, victorious applicants batted 389 in contests with the old Radio Commission and the existing Broadcast Division. Out of 178 station pleas granted, 69 were rubber-stamped after first ogling without necessity for public ventilation, Massing reported. Four other approved without hearing later were reconsidered and affirmed, while two were cancelled after being second-guessed by examiners.

FACSIMILE GROUND FLOOR

WSM, KSD Among Those Who Want to Get in Experimentally

Washington, Nov. 2.

Scramble for a front-seat in the forthcoming development of facsimile transmission was accelerated last week, with two powerful transmitters indicated their desire to experiment in the new field.

Both WSM, Nashville, and KSD, St. Louis, filed requests with the Federal Communications Commission for authority to operate experimental facsimile stations—joining WOR, Newark, and the McClellan interests, who already have applications pending before the Commish.

Paul Raymer in Chicago

Chicago, Nov. 2.

Paul Raymer in town and intends to spend an increasing amount of time in Chicago. Raymer is readying to expand operations and staff in Chicago shortly and has been feeling out a number of likely ether time salesmen around town to add to the local office.

Mrs. Radford in Politics

Louisville, Nov. 2.

Mrs. W. A. Radford, who conducted for five years a 30-minute early morning participation program over WHAS, under the title 'Mrs. Radford's Shopping Guide,' has assumed her new duties as director of welfare. First woman member in the mayor's cabinet.

Mrs. Radford is nearly 70 years of age and a local air favorite.

NBC Letout Returns

Chicago, Nov. 2.

Malcolm Claire, let out of local NBC staff during clipping of last month, returns this week to do his former program, 'Spare ribs.' Kid six-a-week over Red net.

Bob Berger on Leave

Robert Berger takes his annual leave of the Democratic National Committee in order to handle radio time-promoting for the President's Birthday balls.

Several changes in procedure probable this winter.

P. A. For Theatre, Station

Seattle, Nov. 2.

Robt. Priebe, gen. mgr. KRSC, has retained Eddie Rivers, local Hamrick-Evergreen p.a., as publicity getter. Rivers will continue to handle theatre job also.

ADVERTISEMENT

WFBR MAKES RADIO AVAILABLE TO SMALL DEALER

Community News and Views Program Gets Neighborhood Store Tie-Up

Every manufacturer of advertised brands has noticed, in recent years, a definite swing toward neighborhood center stores away from the big center-of-the-city retailers.

In every large city there are a number of smaller "cities within cities" that are self-sufficient communities. Due to parking and traffic problems, the residents of these "neighborhood centers" are increasing their volume of purchases from the local community merchants.

In Baltimore, WFBR has recognized the importance of the merchandising in these community centers to the makers of nationally advertised merchandise, with a special series of programs each day at 1 to 1:30 P. M. called COMMUNITY NEWS AND VIEWS, made up of music, local news and guest speaker. Each day of the week the program is devoted to a different community as follows:

- Monday: WAVERLY
- Tuesday: CATONSVILLE
- Wednesday: HAMILTON
- Thursday: PIMLICO
- Friday: HIGHLANDTOWN
- Saturday: SPARROWS POINT & DUNDALK

Merchants in these communities, for the first time able to use radio advertising without waste circulation, have hastened to sign up for participating sponsorship. Seventeen have already gone on the air, with others following day by day.

Local Flavor means Local Favor!

OTHER WFBR "LOCAL FLAVOR" TIE-UPS

- Newspaper tie-ups with 7 county papers
- Movie tie-ups with 8 neighborhood theatres
- Complete mobile radio station

Local Flavor means Local Favor!

In Baltimore, it's WFBR NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

It beats all HOW IT PAYS OUT FOR ADVERTISERS

WKY is no mystery to advertisers in Oklahoma... no vague intangible statistic. WKY is a force they can feel at the cash drawer. Because it pays out, advertisers—local and national—put more of their business on WKY than on any other Oklahoma station.

WKY OKLAHOMA CITY AFFILIATED WITH THE DAILY OKLAHOMA OKLAHOMA CITY TIMES AND THE FARMER STOCKMAN NATIONAL REPRESENTATIVE E. KATZ SPECIAL ADVERTISING AGENCY

F.C.C. Reforms Certain to Follow

Washington, Nov. 2.

Outlawing of corporate stooges and other rule tightening is likely aftermath of the Segal-Smith disbarment trial regardless of how the Federal Communications Commission rules on charges that two attorneys resorted to unethical tactics in fighting broadcast cases.

Even before the ink on the record was dry, members of the regulatory body were reflecting on weaknesses in present regulations of which the cited barristers admittedly took advantage. Loophole pluggers are planned by various individuals who believe that repetition of questionable practices should be presented.

With miscellaneous procedural reforms already scheduled, looks as though the commission will follow the lead of other government outfits and crack down on holding companies in the radio biz. Federal attitude toward paper corporations has become exceedingly stern in past few years, with the Securities & Exchange and Power Commissions particularly demanding reams of info about incorporated fronts.

Fact that neither prior nor existing regs prohibit dummy companies from seeking radio facilities was brought home by Paul Segal during his appearance on the witness stand and emphasized again during final arguments.

Whether indicted lawyers sought to dupe the commission or merely gained advantages through ability to find weaknesses in the rules, the commission was shown to be partly responsible for the practice of using disguises in seeking franchises. Chief trouble is the lack of precision in the application forms, which presumably are comprehensive enough to bring out all pertinent dope about applicants' identity, finances and intentions.

Chief defect is failure to require information about the behind-scenes sponsors of corporate applicants. At present the commission merely requires names and investment of record stockholders, without asking who the beneficial owners may be or finding out where the money came from. Ordinarily these facts are adduced at hearings, but in view of the mass of applicants who never follow up their original pleas the percentage of omissions when the commission, the industry and the public learn who's who is almost microscopic.

Panelmen Cite WFIL Before Labor Bd.

Worked on Construction, Not Programs, Withycomb Says of Discharged Employees

Philadelphia, Nov. 2.

American Communications Association, panelmen's CIO subsid, cited WFIL Friday on allegations of firing two knobtwisters for union activity. The men named in the complaint, Harold Bryson and John J. Cummings, are among six given two-weeks notice on Oct. 23. WFIL was asked to file an answer and a hearing date will then be set.

In his reply, General Manager Don Withycomb says he will show that all six men were hired last December to construct equipment for the station's new transmitter and studios. None of the transmitter was bought; it was all hand-built. Now that the station has moved into its new studios, he will claim, the construction work is all finished and he has no more need for the men. They were at no time employed on regular program work, so there is nothing for them to do.

11 Present Demands

ACA met with Withycomb and Sam Rosenbaum, prez of the station, Friday morning to come to terms on a contract. Union represents all but three of the 11 panelmen. Non-joiners are Ed Pamphilon, Arnold Nygren and Ewing Julstedt. Union

asked closed shop, which was refused by Withycomb, as it would mean firing of the three men who won't sign up. Also demanded 30% increase in wages, with scale starting at \$51. Withycomb objected to this because WCAU, local 50,000 watt, which recently came to terms with the union, was only forced into a 7 1/2 per cent increase, with the scale starting at \$46.

Withycomb said he had no objection to taking new men from union hiring hall if he had unconditional right to release them within three-month trial period. Union demanded its consent must be obtained before dismissal.

Philly Rates Going Up

Philadelphia, Nov. 2.

Strong biz all along the line has caused rate tilting in one or more classifications on practically every Philly station. Some have made general increases, while others have jacked scales only on participation programs.

WFIL yesterday put a new rate card into effect which ups everything along the line about 20%. Top quarter-hour rate was pushed up from \$120 to \$144. Hour rate jumped from \$350 to \$400.

New card went into effect at WCAU on Oct. 1. It upped the quarter-hour charge from \$180 to \$200, but left the half and full hour rate stationary.

WLW News Periods Sold

Cincinnati, Nov. 2.

Five-minute news programs, Monday, Wednesday and Friday at 11 a.m., to run 26 weeks, started this week on WLW for Best Foods, Inc., to plug Nucoa margarine. Benton & Bowles is the agency.

Commencing Nov. 9, Foley & Co., will sponsor news programs on WLW by Peter Grant, 8:15 to 8:30 a.m., Tuesday, Thursday and Saturday, blurring Foley Honey & Tar. Contract, running 13 weeks, through Lauesen & Salomon, Chicago.

Miss Hendricks' Breaks

Marcella Hendricks, Peoria, Ill., amateur on a Major Bowes show, was screen-tested by 20th-Fox and RKO.

Also has been auditioned for several air shows and now being set for a General Foods program.

WGN-Bowman Milk Show

Chicago, Nov. 2.

Daily 30-minute early morning period signed by J. Walter Thompson to plug Bowman's Milk on WGN.

Six-a-week shot will use recordings plus time and temperature reports for 13 weeks.

Maine Author Does Cuff To Hypo Down East Spuds

Bangor, Me., Nov. 2.

Kenneth Roberts heads the list of writers using a Maine locale who will guest on the State of Maine program, broadcast by Marjorie Mills from WAAB, Boston, over the Yankee and Mutual networks to advertise its products, principally potatoes. Roberts will appear, gratis, during the second week in November.

Elizabeth Etner is another literati who will face the mike.

KDKA Has a Party

Pittsburgh, Nov. 2.

Biggest radio celebration ever held around here was staged by KDKA Saturday (30) to dedicate station's new giant antenna, which will service an area 10 times greater than that previously provided. Fete began at noon, with four different broadcasts and winding up in the evening at a formal dinner in William Penn hotel at which more than 500 attended. A. E. Nelson arranged.

Guests included Lenox R. Lohr, Harold W. Arlen, the first announcer; Dr. Frank Conrad, the father of radio, and A. W. Robertson, president of Westinghouse Co. From banquet hall, KDKA fed a program to the Blue network of 60-piece symphony orchestra under Frank Black. Later local broadcast spotlighted May and Peter DeRose, Jackie Heller, Dot and Pat and flock of KDKA artists.

Station's new antenna is 718 feet high and was designed by Ralph N. Harmon, Westinghouse radio broadcasting department's chief engineer. It's located at Saxenborg, 25 miles from downtown Pittsburgh.

Extend Hugh Johnson

Arrangements are being made by Stack-Goble to extend the Grove's Bromo Quinine hookup on the NBC for Gen. Hugh S. Johnson to the west Coast two nights a week. Johnson's regular schedule is four times a week.

Douglas Leigh's Repeat

Douglas Leigh, the 27-year manufacturer of animated signs, guested on last night's (2) installment of the Edgar A. Guest show, 'It Can Be Done,' over the NBC blue, flying there from New York for the event. Leigh had previously told his dime-to-rieches story on the Rudy Vallee and Vitalis shows.

Louise Fitch joins the 'Helen Trent' show out of Chicago.

Decision in Smith-Segal Disbarment Action Delayed; Plea for Clemency

Washington, Nov. 2.

Month's delay in deciding disbarment charges against Paul M. Segal and George S. Smith was indicated this week as Federal Communications Commissioners pondered mountain of evidence concerning the way miscellaneous broadcast application have been handled.

Sensational trial, first of its kind, concluded late Wednesday (27) after Samuel H. Kauffman, special government prosecutor, declared that responsibility for stamping out alleged unethical practice rests squarely upon the Commission. Fate of attorneys depends primarily upon con-

ven, prospects of quick termination are slim.

Interpretation of evidence by Kauffman was strenuously resisted by Segal and his two counsel, Monksy and Lawrence Koenigsberger, who maintained that all actions in each of the five cases were legitimate and ethical.

Discussing legal aspects of the case, Koenigsberger cautioned the Commission to proceed cautiously in 'life and death matter.' Pointed out that numerous courts have declared power to disbar must be used only reluctantly.

Repeated

Voicing his belief that there was a 'base motive' behind Segal-Smith activities, government counsel argued that the most important point involved is the course of conduct revealed. Repetition of certain practices is sufficient proof of deliberate intent, he said, remarking that a man may make a mistake once, but does not repeat mistakes.

The Commission must determine whether it is going to permit continuance of this type of practice or stop it, Commission was warned by Kauffman as the proceeding terminated.

Intensive cross-examination of Segal was the chief development of the second installment of the seven-day trial. The former Federal Radio Commission General Counsel, spending nearly two full days on the stand, underwent sharp grilling, during which Kauffman quizzed him for almost four hours.

WBRY's New Haven Push

New Haven, Nov. 2.

WBRY, newspaper-owned kilowatt, Waterbury and New Haven, steaming up new campaign here. Murray Grossman in from commercial managements in Waterbury to ditto in New Haven. Jack Henry continues as director of substation.

Commercial list in New Haven extended with weekly variety frame sponsored by M. H. Alderman Furniture Co., wrestling bouts from Arena for Hull's Brewery and 'Question Mark,' quiz feature, auspices of Helen's beauty shop chain. WBRY also pepped up with remotes of Eugene Jelenik combo at Hotel Taft and Syl Loro's Dixieland band at Hotel Garde.

★ LEADING IN LOCAL BUSINESS

★ FIRST FOR NATIONAL SPOT BUSINESS

WSAI

CINCINNATI'S OWN STATION

★ TOP TALENT OF THE NATION'S STATION

★ RED NETWORK. NBC

★ THERE IS A REASON!

IOWA
1937



IOWA NETWORK

Radio Stations of the Des Moines Register and Tribune

KRNT-WMT-KSO

National Representatives:
E. KATZ ADVERTISING AGENCY

CASH OR STOCK

Employees Will Vote How They Prefer
WIRE Bonus Paid

Indianapolis, Nov. 2. Eugene C. Pulliam, who owns WIRE here, is throwing another dinner for all employees of his radio station tonight (2). Besides social aspects of the get-together, bonus business that Pulliam is starting first of the year will get a verbal thrashing.

Pulliam verified fact that all employees of radio station WIRE who had been with the station for one year or longer would be eligible for bonuses under his plans; and he also mentioned there would probably be special bonuses for special work in his organization. Pulliam also said the bonus plan would apply in the same manner to all his newspaper holdings in Indiana and Oklahoma.

Question the WIRE radioites will throw out at meeting tonight (2) is whether the bonuses at WIRE will be in the form of stock or cash on the line. Plans include balloting on the two alternatives, it was learned.

WAR PREVENTION POLL
OVER INTER-CITY WEB

Inter-City regional web will debut a series fed by WOL, Washington, on Nov. 16 on which Congressmen will be interviewed on what each one is specifically doing legislatively to keep the U. S. out of war.

Program, labeled "Between War and Peace" will catch the lawmakers in the capital when they are sitting in on the special session the President has called.

Joe Kalor doing a daily song and news shot on WIND, Chicago. Idea is news flash item followed by satirical pop song chorus.

WENDELL
HALL

—Radio Results—
EVEREADY BATTERIES
WRIGLEY GUM
MAJESTIC RADIOS
SHELL OIL
FITCH SHAMPOO
GILLETTE RAZORS
Address: 4931 N. Paulina St.
Chicago, Ill.

frankie
masters

FEATURING
DONNA DAE
CHORD ENSEMBLE
COLLEGE INN, Chicago
CBS Radio Station
HOUSEHOLD FINANCE
PROGRAM
TUESDAY, NOV. 10, 10:00
P. M. CHICAGO

GUS VAN

STAGE - SCREEN - RADIO
Central Booking Office, Inc.
54 W. Randolph St., Chicago, Ill.

'THE O'NEILLS'

By JANE WEST

NOW RADIO'S MOST POPULAR

FAMILY BRINGS YOU MORE

LAUGHTER TEARS AND HEART-THROBS

Presented by Ivory Soap 99% pure

LISTEN TWICE DAILY

NBC Blue Network, Mon. to Fri. 11 a.m. EST

NBC Red Network, Mon. to Fri. 3:45 p.m. EST

COAST TO COAST

Dr. COMPTON ADVERTISING AGENCY

647 ED. WOLF - RKO BLDG., NEW YORK CITY

F.C.C.'S WASHINGTON DOCKET

EXAMINERS' REPORTS

Washington, Nov. 2.

Georgia: Application of Arthur Lucas, theatre man of Savannah, for a 1310 kc station to be operated with 100 watts, was smiled on by Examiner Melvin H. Dalberg. Lucas, who is president of WRDW, Augusta, Ga., showed a net worth of \$33,960 and declared that he was willing to spend from \$20,000 to \$25,000 on a transmitter which would provide the Savannah area with a purely local service. Lucas also promised to spend as much as \$50,000 to support and maintain the proposed station if necessary.

Owner of 46 theatres in the state of Georgia, Lucas was able to vouch for his ability to supply a 'great deal' of talent for the new enterprise. He also has 'never' been found guilty of monopolizing or attempting to monopolize radio facilities," according to Examiner Dalberg's report.

With WTOG, Savannah, broadcasting CBS programs, new station would stick to local programs, according to testimony, and has no intention of becoming affiliated with any of the networks.

Lucas retained as counsel Ben S. Fisher and Charles V. Wayland.

Illinois: Daytime station for Galesburg was flagged toward a favorable decision by Examiner R. H. Hyde who recommended granting of the request of the Galesburg Broadcasting Co. for a transmitter to be operated on 1500 kc, with 250 watts. Outfit, capitalized by \$20,000, is headed by Howard A. Miller, 24, who has had program experience with WVAE, Hammond, Ind., in addition to a workout in a Chicago advertising firm. Other officers, directors and stockholders, are Sidney Nirdlinger, vice-president; Burrell Barash, secretary; L. A. Pritchard, treasurer; and Homer N. Custer.

Application was uncontested because of a lack of conflict of interests with any other existing station of the same frequency, and applicant was given a clean bill of health on legal, financial and technical qualifications. Need for local service was established in the area proposed to be served.

Louis G. Caldwell, Reed T. Rollo, Percy H. Russell, Jr., and H. H. Shinnick appeared on behalf of the applicant.

Iowa: Application of Leon M. Eistfeld for a smallie on 1310 kc, to be located at Burlington, was recommended for dismissal with prejudice because of failure of the applicant to enter an appearance at the hearing.

Mississippi: Local program station for Jackson was okayed by Examiner P. W. Seward who turned in a favorable report on the request of the Standard Life Insurance Co. of the south. Million-dollar corporation proposes to operate a local service on 1420 kc with 100 watts days, 250 watts nights. Particular attention will be paid to programs of a local nature.

Fact that WJDX, Jackson transmitter intervening at the hearing, devotes 75% of its time to chain broadcasts of NBC and Dixie Network was cited by Examiner Seward as establishing need for a hometown service. New transmitter would charge lower advertising rates than WJDX and same rates would apply day and night.

Standard Life Insurance was represented by John W. Guider and Karl A. Smith.

Nebraska: Financial condition of three applicants for a radio station at Fremont resulted in a tentative turnaround by Examiner Hyde. Clark Standiford, manager of KGFV, Kearney, his sister-in-law Mrs. L. S. Cobburn and A. C. Sidner, Fremont lawyer, failed to give 'convincing proof' of their ability to construct and operate a 100-watter on 1270 kc, according to the examiner. Standiford's financial statement was particularly mystifying, failing to list an asserted interest in the Kearney station or explain values set up on California real estate owned by him.

Trio was represented by Frank Stollenwerk.

Oklahoma: Application for a 250-watt daytime station for Tulsa was helped along by a nod from Examiner Robert L. Irwin.

Establishment of the transmitter, which proposes to use the 1310 kc frequency, should be made conditional to commissary approval of a site, Irwin declared. Protests of KTUL, existing Tulsa station, were met by depositions from local merchants that the rates of KTUL and KVOO are too high to permit them to advertise by radio.

Applicant, Harry Schwarz, is president of the Tulsa Federation of Labor and business manager of the Unionist Journal. If application is granted he proposes to hire Glenn Condon, theatre and radio writer, formerly connected with KVOO. Condon also has been a New York theatrical producer and editor of former vaudeville union's magazine.

Legal talent employed by Schwarz included Clarence C. Dill, R. H. Savage and James W. Gum.

Texas: Transfer of control of KFJZ, Fort Worth, to

Ruth G. Roosevelt, daughter-in-law of the President, received an okay from Examiner George H. Hill. Purchase of station, priced at \$57,000, would give Mrs. Roosevelt complete control of the transmitter, assigned to the 1370 kc frequency with 100 watts' nights, 250 watts days, save for two out of 315 shares of the outstanding capital stock. Remaining 20 shares, having a par value of \$100 each, would go to Harry Hutchinson, manager, and Elliott Roosevelt.

Deal, which has been on the fire for several months and has received much publicity, involved the placing of \$12,500 in escrow until the commissary approves the transfer. Mrs. Roosevelt and Fort Worth Broadcasters, Inc., present licensee, arranged for a promissory note amounting to \$45,000, payable in 24 quarterly installments of \$1,875 each, the first installment to fall due within 90 days of commissary approval.

With the examiner noting that everything seemed in order for a granting of the application, Fort Worth Broadcasters—with R. S. Bishop as its principal stockholder—revealed a net worth of \$33,961. Inventory of station equipment showed an original cost of \$12,219, a depreciated value of \$8,263, and a replacement value of \$11,480. Total property value—including buildings, real estate, furniture and fixtures—were originally appraised at \$18,779, and now have a replacement value of \$18,730, according to testimony given at the hearing.

A 'going-concern' value of \$8,623, and contracts for time on the station (which will be transferred to the purchaser as part of the assets) added \$35,418 to the price asked by the broadcasting company.

Assets shown by Mrs. Roosevelt amounted to more than \$97,000, including value of her ranch, real estate, livestock and cash on hand. Elliott Roosevelt testified to the fact that one-half of his annual income of more than \$20,000 would be available for the operation of the station and that, if necessary, his entire earnings as manager of four Hearst stations in Texas and Oklahoma could be drawn upon. In addition, he promised to give from 40 to 50% of his time to the affairs of KFJZ.

Harry Hutchinson, veteran station manager, now directing KFJZ, would be retained in the same position. The application stated that 'equal facilities' would be given to all political parties and that—should the station join up with a national or regional network—local programs would be given preference at all times. It was further stipulated that Mrs. Roosevelt will not have any connection, financially or otherwise, with Hearst Radio, Inc.

R. S. Bishop and Mrs. Roosevelt appeared in person at the hearing, retaining no special counsel.

Washington: Juice-jump for KKA, Seattle, was recommended by Examiner Tyler Berry. Station, now using 250 watts nights, 500 watts days, desires a boost to 1 kw all-times, with same limited hours. Now operates on same dominant clear channel (780 kc) as WJZ, New York, signing off at local sunset, PST, and resuming at night after New York transmitter quits.

Application, corporation, American Radio Telephone Co. stated total assets of \$93,980, including 'good-will' item of \$70,000. Liabilities including capital stock of \$100,000, showed a deficit of \$46,033 and an item of \$34,516 due the stockholders and officers. Latter represented capital advances and investment by Harper-Meggee, Inc., principle owner of the corporation. Harper-Meggee outfit indicated net assets of more than \$110,000.

Station hopes to expand its present coverage through the requested power grant and, according to the examiner, this could be done without interfering with other stations. Also asks authority to install a vertical antenna and make changes in equipment.

John M. Littlepage, T. P. Littlepage, Jr., and Harry Henke, Jr., appeared in behalf of applicant.

NEW APPLICATIONS

Florida: Fountain of Youth Properties, Inc., St. Augustine, new relay broadcast station to be operated on 39,700, 39,900, 40,800 and 41,400 kc, with 10 watts.

Hawaii: Garden Island Publishing Co., Ltd., Lihue, new station to be operated on 1500 kc with 100 watts nights, 250 watts days.

Louisiana: WJBW, Charles C. Carlson, New Orleans, change hours of operation from sharing with WBNO to unlimited (contingent on WBNO being granted a new frequency).

Maine: WRDO, Augusta, transfer of control of corporation from Henry P. Rines to Conrad E. Kennison, 100 shares common stock.

North Carolina: Piedmont Broadcasting Corp., Salisbury, new station to be operated on 1500 kc with 100 watts nights, 250 watts days; L. B. McCormick, Greenville, new station to be operated on 1370 kc with 250 watts, days only.

KGLO Salutes KATE

Mason City, Ia., Nov. 2. KGLO gave a salute to nabe station KATE at Albert Lea, Minn., Sunday, Oct. 30, as KATE formally opened. Bobby Griggs' orchestra with Johnny Snyder singing, made salute. Nick Scheel and Len McCormin miked the 45-minute show.

KATE formally tackled the airlines Tuesday, Oct. 26, after it was forced from the air a few weeks previous because of technical trouble. Mayor Ed Height, of Albert Lea, is part owner and manager. Walter Russell is sked director; Sherman Boehn is microphone operator, and George Church is chief engineer.

WGL, Fort Wayne, producing 'Arabesque', former Columbia program, with local talent.

WTMV Spleter Staff Expanded

St. Louis, Nov. 2. Howard E. Woodward, former member of St. Louis Little Theatre group known as 'The Mummars', has joined announcing staff of WTMV. Another new mikemember being broken in by Woody Kiose, general manager of the East St. Louis station, is Wandell E. (Eddy) Evans, formerly at WGST and WDAE.

These additions were made as part of WTMV's present policy of expansion in anticipation of its increase to 5,000 watts power, application for which has been filed with FCC.

A BOW TO THE LATINIS

CBS Carrying Good Will Series For Government

Washington, Nov. 2. New series of Government-sponsored programs began Monday (1), with 'Brave New World', a dramatization of Latin-American history, aired over CBS as the first of 25 similar programs okayed by the Department of the Interior's Office of Education.

New cuffo program represents climax of more than six months of research, writing and rehearsal, according to Uncle Sam's agency. Is designed to promote growing spirit of co-operation between U. S. and S. A.

Orchids were thrown on the venture by Secretary of State Hull, who sent greetings to the studio, saying: 'You know of my appreciation of all efforts looking toward the development of the Administration's Good Neighbor policy.' John W. Studebaker, commissioner of education, also praised new program as 'a diplomatic note' which 'not only speaks of friendship; it educates for, instills and inspires friendship.'

Series will deal with the adventures of early explorers and adventurers in South America, later presenting the growth of Latin-American history, culture and present-day problems.

Ken Shirk, chief engineer WIND, Chicago, also Naval Reserve Ensign, ordered by his superiors to do a speech on WIND, Navy Day.

Booking Direct

D'ARTEGA
AND HIS

ORCHESTRA

Admiration - Sunday 6:30-7:00

— MBS —

1441 B'way CH. 4-5165

BOB
STANLEY

Conducting These Outstanding Programs Over WOR

Mutual Coast-to-Coast Network

(Tuesday) Jazz Nocturne.....8-8:30 P.M.
(Friday) Pat Barone Opera.....9:30-10 P.M.
(Saturday) Hi There Audiences.....8-8:30 P.M.
(Saturday) Sylvia Froese.....8:30-9 P.M.
(Sunday) Stardust Revue.....9-9:30 P.M.

JOE
RINES

AND HIS ORCHESTRA

GRUEN WATCH PROGRAM

SUNDAYS, NBC Red, 5:30-6 P.M.

FRENCH CASINO

NEW YORK

Brunswick Records

ARTISTS MANAGEMENT
Presenting
PAUL
WHITEMAN
17 EAST 45TH ST. NEW YORK MU 2-880

THE KING'S JESTERS

AND THEIR ORCHESTRA

with MARJORIE WHITNEY

BLUE FOUNTAIN ROOM

HOTEL LAKASALLE, CHICAGO

Dir.: Consolidated Radio Artists, Inc.

Lloyd Shaffer

and His ORCHESTRA

Griffin

NBC

7:00-7:30

P. M.

*Thank You,
Jack Robbins*

**Your firm's All-Time Performance
record of my songs from "Virginia"
was a notable achievement.**

**You and your organization rate
applause for the dignified and
successful exploitation of this
score.**

Arthur Schwartz

THE FACTS

Number of major broadcasts for week ending Oct. 31,
1937: "VIRGINIA," 71; "Mr. Dodd Takes the Air," 41;
"Double or Nothing," 37; "You Can't Have Everything,"
36; "Vogues of 1938," 32; "52nd Street," 30; "Life of
the party," 28; "Artists and Models," 26; "Blossoms
on Broadway," 25; "Manhattan Merry-Go-Round," 24;
"Varsity Show," 20; "A Damsel in Distress," 20; "Babes
in Arms," 17; "Rosalie," 15; "Love on Toast," 15.

THE SONGS

**You and I Know
Good Bye Jonah
An Old Flame Never Dies
If You Were Someone Else**
(Lyrics by ALBERT STILLMAN)

Disc Reviews

By Abel Green

The marquee value on the disk label may be credited in no small amount for the renaissance of phonograph records in recent months. Not discounting, of course, the coin-operated machines in the wayside pubs and taverns which have really helped create a bull market for the waxed music. The radio-Hollywood influence has really made itself importantly felt on the platters. Film or mike air faves have, in almost like ratio, found favor in waxed versions. Thus, Brunswick's new crop of the 'Damsel in Distress' tunes (Ira and the late) George Gershwin) with Fred Astaire and Ray Noble's orchestra splitting the credits augurs much for No. 9892-3, four excerpts from this RKO musical. 'A Foggy Day' and 'I Can't Be Bothered Now' on the first, and 'Nice Work If You Can Get It' with 'Things Are Looking Up' as the other couplet, are the numbers. Astaire vocalizes and/or dances on all, his taps registering neat and clean. Noble comes through with a batch of tiptop recordings of a quality paring Johnny Green when that maestro was Astaire's favorite batonier. Under existing Hollywood circumstances Noble inherited the maestroship and outdoes himself. It's a switch from the victor to the Brunswick label for Noble, who first came to attention on the His Master's Voice (Victor) label in England although Noble didn't part his British standard once he came to America. This, incidentally, Noble explained by the fact that recording conditions in the U. S. weren't as favorable. Anyway, this quartet is b.o. on the wax.

From 'Manhattan Merry-Go-Round' (Rep), Phil Regan, another film-radioite, culls 'I Owe You' and 'Have You Ever Been in Heaven?' both by Tintinn-Lawrence, and both hit potentials. With Cy Feuer's baton for the accompaniment the tenor does handsily by these. Brunswick 7994, Horace Heidt and his Stringers with the 3 Trumpeters (Warren Lewis, Jerry Bowne, Norman Kinsley) and Larry Cotton give out 'I'll Love You in This Dream' and the old Bugle Call Rag, latter featuring the trumpeters in some nifty brassolery. Br. 7991.

On Decca 1471 Beanna Durbin has a winner in 'Rainy Sunday' from '100 Men' (U), paired with a 'Traviata' except (in Italian) which she also does in the same film. The

adolescent soprano, of course, is now established for her superior vocal accomplishments, and transmuter her talents to the wax, with Charles Previn's orchestra for musical assistance.

Decca is a company that's been especially addicted to the exploitation idea a la Dixie. Decca billed its 'musical host of the Coast', since Brunswick as 'the idol of the air waves.' Now a paranthetical billing for Jimmie Grier (ex-Brunswick's) is 'the musical host of the Coast', since Grier is best known in Southern California. 'Out of the Blue' and 'Something to Sing About' from the latter-titled G.N. film (both by Victor Schertzinger), are smoothly fox-trotted by Grier, with Julie Gibson and Dick Webster splitting the vocals.

Leo Reisman is being simultaneously re-oriented on Brunswick and Victor, having just returned to the RCA outfit after a five years' absence, and for whom he recently waxed the George M. Cohan slow tunes ('I'd Rather Be Right'), but on Brunswick he smoothly performs 'Symphony' (from Friml's 'Firefly'), couched with 'I Owe You' current picture excerpt. The Reisman technique is at its ultra best on what are his Brunswick swan-songs. Lee Sullivan vocalizes, Br. 7973.

Ray Smeek, and his Serenaders, which means that the steel-quits are most prominent, paradoxically essay 'Limehouse Blues' and 'Belle Call Rag' on Decca 1479, and it not aspectly heated. Smeek gets plenty of rhythm out of 'em. What's more, for home consumption, they're less headachy than the jive which the cats might dig.

Bert Block and his Bell Music, as he bills it, are quite salon on Vocalion 3747 with smooth versions of 'Once in a While' and 'Vieni, Vieni,' Bill Johnson vocalizing.

Carlos Molina and his rumbaton orchestra essay 'Capriccio' (Alfredo Brito), a rumba, and 'A Moment in the Dark,' an original waltz on Decca 1481. And OK for sound.

Abe Lyman Back

Abe Lyman will probably go into the French Casino, N. Y., to succeed Joe Rines' orchestra. Lyman just back from the Coast.

Breakdown of Network Plugs

Following is an analysis of the combined plays of current tunes on WEAF, WJZ and WABC computed for the week, from Monday through Sunday (Oct. 25-31). Grand Total represents accumulated performances on the two NBC units and CBS. 'Commercials' refers to all types plugs on sponsored programs. In 'Source' column, * denotes film songs, † legit tunes, and 'pop' speaks for itself.

Title	Publisher	Source	Grand Commercial	Total	Legit	Vocals
You Can't Stop Me from Dreaming	Remick	Pop	34	10	19	
Remember Me	Witmark	*Mr. Dodd	31	4	18	
Blossoms on Broadway	Famous	*Glossoms on Broadway	27	6	17	
Vieni Vieni	Witmark	Pop	25	4	15	
So Many Memories	Shapiro	Pop	24	4	16	
You and I Know	Robbins	*Virginia	23	1	13	
That Old Feeling	Feist	*Vogues of 1938	22	3	16	
If It's Not This Thing I Do	Crawford	Pop	21	2	18	
Farwell My Love	Harms	Pop	21	2	11	
Still Love to Kiss You Gounies	Feist	*32d St.	21	2	11	
Have You Any Castles, Baby?	Harms	*Varsity Show	20	8	14	
Once in a While	Miller	Pop	19	3	16	
Cabin of Dreams	Paramount	*Life of Party	19	5	15	
Good-bye Jonah	Robbins	*Virginia	19	7	10	
Gettin' Some Fun Out of Life	Donaldson	Pop	18	6	11	
Moon Got in My Eyes	Salcet	*Double or Nothing	17	2	11	
Cabin of Dreams	Erberlin	Pop	17	1	10	
One Rose	Pop	*Shapiro	15	2	15	
It's Natural Th'n to Do	Select	*Double or Nothing	15	2	10	
Whispers in the Dark	Famous	*Artists and Models	15	2	11	
Have You Ever Been in Heaven	Santly-Joy	*Manhattan Merry-Go-Round	15	1	5	
Bob-Tide	Paramount	*Ebbtide	14	0	8	
An Old Flame Never Dies	Robbins	*Virginia	14	0	8	
When Organ Played O Promise Me	Morris	Pop	13	1	10	
Mama, I Wanna Make Rhythm	Santly-Joy	*Manhattan Merry-Go-Round	12	2	8	
Can I Forget You	Chappell	*High, Wide	12	1	7	
Words at Pica	Miller	Pop	11	1	8	
Sailing Home	Words and Music	Pop	11	1	8	
Miles Apart	Davis	Pop	10	0	9	
Tears in My Heart	Marks	Pop	10	0	6	
Stop, You're Breaking My Heart	Paramount	*Artists and Models	10	1	7	
My Secret Love	Movietone	*Thin Ice	10	2	2	
Caravan	Exclusive	Pop	10	2	1	
Josephine	Feist	Pop	10	1	1	
Harbor Lights	Marlo	Pop	9	3	9	
Holly Hops	Schuster	Pop	9	0	9	
You Can't Have Everything	Miller	*You Can't Have Everything	9	1	5	
Why Talk About Love?	Hollywood	*Life Begins in College	9	1	1	
Affraid to Dream	Miller	*You Can't Have Everything	8	2	5	
Tall, Tall, Tall	Miller	*Broadway Melody	8	2	5	
Still of the Night	Chappell	*Cotton Club Parade	8	2	5	
Yours and Mine	Robbins	*Broadway Melody	8	1	2	
Rosalie	Chappell	*Rosalie	7	1	5	
Don't Rater Call You Baby	Famous	Pop	7	0	5	
Bob White	Remick	Pop	7	0	5	
Loveliness of You	Miller	*You Can't Have Everything	7	1	4	
Study in Brown	Lincoln	Pop	7	0	0	
See Samoa of Samoa	Feist	*32d St.	6	0	4	
See Samoa of Samoa	Paramount	*This Way, Please	6	0	2	
If You Were Someone Else	Robbins	*Virginia	6	0	1	

E. T. FIRMS ON M. P. P. A. LIST

(Revised (Oct. 29) list of transcription manufacturers licensed by Music Publishers Protective Assn.)

- Associated Music Publishers, Inc., 25 West 43rd street, New York city (M. E. Thompson).
- Columbia Transcription Service, 852 North Michigan avenue, Chicago, Ill. (Girard Billo).
- Decca Records, Inc., 50 West 57th street, New York city (C. D. MacKinnon).
- Joan V. Grombach, Inc., 113 West 57th street, New York city (Miss Adele Miller).
- MacGregor & Soller, Inc., 729 W. Western avenue, Hollywood, Calif. (C. P. MacGregor).
- Mid-West Recordings, Inc., 24 South 7th street, Minneapolis, Minn. (L. M. Knopp).
- Katalin Broadcasting Company, Inc., 30 Rockefeller Plaza, New York city (C. Lloyd Eber).
- RCA Manufacturing Company, Inc., Camden, N. J. (H. C. Darnell).
- RCA Manufacturing Company, Inc., Merchandise Mart, Chicago, Ill. (Edwin G. Newman, Jr.).
- RCA Manufacturing Company, Inc., 1018 North Symcamer ave., Hollywood, Cal. (J. E. Francis).
- RCA Manufacturing Company, Inc., 125 East 24th street, New York city (Frank B. White).
- Radio Records, Inc., 408 North Bronson avenue, Hollywood, Calif. (Lou R. Winston).
- Radio Transcription Co. of America, Ltd., 1209 North Vine street, Hollywood, Calif. (C. C. Pyle).
- Radio Transcription Co. of America, Ltd., 600 Lake Shore Drive, Chicago, Ill. (Granch office).
- Recordings, Inc., 5205 Melrose, Hollywood, Calif. (J. H. Pfeiffer).
- Standard Radio, 6104 Hollywood Boulevard, Hollywood, Calif. (Gerald King).
- The Starr Piano Company, Gennett Recording Division, Richmond, Ind. (Recording Studio).
- Transamerican Broadcasting and Television Corporation, 321 Fifth avenue, New York city (B. J. Rosenberg).
- World Broadcasting System, Inc., 555 South Flower street, Los Angeles, Calif. (Patrick W. Campbell).
- World Broadcasting System, Inc., 301 East Erie street, Chicago, Ill. (A. J. Kendrick).
- World Broadcasting System, Inc., 711 Fifth avenue, New York city (Charles Gaines).

Surefire Medley

'In the Valley of Lombardo Under the Lyman Tree' is the title of Clarence Gaskill's latest number. Shapiro-Bernstein publishing.

Gaskill and Tom Hughes have written 'No Stoop, No Squat, No Squint,' Shapiro publishing also, this one a takeoff on the RCA radio advertising.

Victor Ratner, in charge of sales promotion for CBS, visited John McCormick, manager, and Bill Williams, sales director, of WKRC in Cincinnati last week. He took in the staff's Halloween party in the Hotel Alms, home of the station.

A. F. M. Concession

(Continued from page 29)

zated to spend \$3,000,000 annually for musicians during the next two years, the international union figures that broadcasting's payroll for this class of employee will exceed \$4,000,000 a year. The difference between these two amounts will come from the extra expenditures that the networks have already agreed to make for their key stations and the employment obligations which are expected from the indie non-affiliated outlets. For the year prior to Aug. 1, 1937, broadcasting's musicians payroll came to around \$2,000,000.

Weber declared Monday (1) that he wasn't much concerned with the reaction of the transcription and phonograph record manufacturers to his ultimatum about not servicing or selling to stations that have not made a deal with the AFM. Weber said that three-fourths of the transcription makers have already applied for the AFM's licenses and as for the phonograph record element, the fewer musicians they would employ the more he would like it.

Weber and the networks have

yet to complete the terms of the key stations' contracts, although the extra amounts they are to spend for musicians were agreed to a couple weeks ago.

Philadelphia, Nov. 2. Reps of WIP and Musicians' Local will meet on Thursday in a second attempt to come to terms on new binder. Are now working on a 48-hour cancellable extension of last year's contract.

Ben Gimlin, Jr., WIP prez, sought the confab to get terms similar to WFIL and WCAU, which can make pro-rata reductions from tooters' salaries for time they play commercial. For such a concession A. A. Tomel, Musicians' chief, wants an additional man employed or increase of \$2 per man.

WDAS and KYW are also on day-to-day contracts. WFIL and WCAU terms run till January 1. WFEN is tied up till Sept. 1, 1938.

Bessie Smith Album

Columbia Phonograph is issuing a special album of recordings made by the late Bessie Smith. They're all blues with Louis Armstrong and Fletcher Henderson among the accompanying instrumentalists.

There are six discs in the folio.

ROBBINS offers—

The Year's Most Important Music

GORDON and REVEL come through again with the sure-fire score for Eddie Cantor's 20th Century-Fox Production, "All Baba Goes to Town"

I'VE GOT MY HEART SET ON YOU
SWING IS HERE TO SWAY

Song Standouts by JIMMY McHUGH and HAROLD ADAMSON
From RKO-RADIO'S NEW FILM HIT
LILY PONS' "Hitting a New High"

LET'S GIVE LOVE ANOTHER CHANCE
THIS NEVER HAPPENED BEFORE
I HIT A NEW HIGH

The Year's Outstanding Production Score From
ARTHUR SCHWARTZ' and ALBERT STILLMAN'S "VIRGINIA"

YOU AND I KNOW
AN OLD FLAME NEVER DIES
GOOD-BYE JONAH

BROWN and FREED LATEST:
"Broadway Melody of 1938" Offers These Hits:

YOURS AND MINE
I'M FEELIN' LIKE A MILLION

ROBBINS MUSIC CORPORATION

799 Seventh Avenue

New York

Hit from Coast to Coast!

REMEMBER ME

M. WITMARK & SONS • 1250-67th Ave. N.Y. • CHAS. WARREN Pub. Mgr.

Hit from Coast to Coast!

YOU CAN'T STOP ME FROM DREAMING

REMICK MUSIC CORP. • 1750-67th Ave. N.Y. • CHAS. WARREN Pub. Mgr.

Jack Kapp Warm to Idea for Combo Disc and Music Publishing Business

Jack Kapp and his company, Decca Records, of which he is president, are still flirting with the idea of going into the music publishing business. This time it would be a company undertaking, when and if. Last time, about two years ago, Kapp wanted to essay it individually.

Kapp and Decca can't see why it's different for them than for the Dreyfuses who have their music publishing firms and at the same time Louis Dreyfus controls the recording business in England. Or, in America, Irving Mills has his own recording unit with American Record Corp. (until a fortnight ago he had owned two individual labels, the Master and the Variety disks), and also is partnered in Mills Music, Exclusive Publications and other subsides.

Kapp points to having first recorded "Music Goes Round" (It's a Muggin'), etc., and after creating a record hit some other publisher got it, capitalizing on Decca's pioneering.

Appropos of songs and best sellers on the records, Kapp cites "The One Rose" as an instance of a tune which Decca waxed two years ago, then started to sell well, and is first now being exploited as a pop. It's then, after given widespread etherization, says the recording executive, that the disk sales bogged down, proving that exclusivity of material, coupled with an unique recording, determine the selling qualities.

When and if Kapp-Decca essay the publishing idea it's very likely Jack Kapp's firm will be very likely associated, or will distribute, or will.

Kapp left yesterday (Tuesday) for the Coast on a quickie to record Bing Crosby, et al., for two or three weeks. E. H. (Buddy) Moons, Warner Bros. music exec went with him.

Music Notes

Clarence Muse and Elliott Carpenter scripted six tunes for 'Spirit of Youth,' Joe Louis film. They are "It's the Little Things You Do," "Mighty Man of Steel," "No More Sleepy Time," "Blue-What-For?", "Magic Lover" and "Gayoso Street."

Heagy Carmichael has peddled "The Hum of My Heart," "The Nearness of You" and "Any Time at All, Any Place Will Do," to Miss Fanchon for Paramount's 'Romance in the Rough.'

Sigmund Romberg and Gus Kahn are clefing "The Girl of the Golden West" at Metro.

Walter Bullock and Harold Spina clefing "You Appeal to Me," to be warbled by Ethel Merman in 20th-Fox's 'Happy Ending.' Robbins Music Corp. will publish.

Russell Bennett, Radio studio composer, is one of six chosen by Deems Taylor to write a typical American symphony for radio broadcast.

Victor Young scoring 'Wells Fargo' for Paramount. Other scoring assignments handed-out by Boris Morris include Frederick Hollander to 'True Confession,' and George Antheil and John Leipold to 'The Buccaneer.'

Frederick Hollander's new ditty, "Lovelight in the Starlight," will be chirped by Dorothy Lamour in Paramount's 'Her Jungle Love.'

Peter Tinturin and Jack Lawrence have finished four ditties which Phil Regan will sing in Republic's 'Mouvement.' They are 'Outside of Paradise,' 'One for All,' 'Shenigans,' and 'That Sweet Irish Sweetheart of Mine.'

Sol Hoopli has clefled several numbers for 'Hawaii Kalis,' including 'Oli,' 'Au Hee Waleana Oe,' 'Pua O Kealohe,' 'Ai Ka Kou,' and the arrangement of the ancient hula chant, 'Hee-I-A.'

Sonny Dunham Returns

Sonny Dunham, who left the Casa Loma band to form his own unit, is back with Glenn Gray's aggregation. He has signed a five-year contract.

Dunham's former connection with Casa Loma was as a stockholder. His current status is as an employee of the co-operative outfit.

Song Infringement Suit

Vs. WB, Dubin-Warren

Remick Music Corp., Warner Bros. Pictures, Al Dubin and Harry Warren, are being sued in Federal Court, N. Y., for infringement by Cinephonic Music Corp. of London. Plaintiffs claim its copyrighted song, "Sundown Serenade," was copied in the song "Cause My Baby Says It's So," used in Warner's picture, 'The Singing Marine.'

Plaintiffs ask injunction and profits on the picture.

Gordon Discourses, Revel Acquiesces, On H'wood Success

By MARIAN SQUIRE

Hollywood is swell, vaudeville was swell, songwriting is grand, and even the income tax has to ruffle the serenity of Tin Pan Alley alumni, Gordon and Revel. Their team work is in operation away from the piano, too. Mack Gordon talks, and Harry Revel nods approvingly, or gazes with a gentle twinkle in his eyes.

Unlike many of his colleagues, Mack Gordon sees no handicap in writing songs to fit a picture, when they aren't apt to have any other sales value.

"Hal," said Mr. Gordon. "Wouldn't it break your heart if a song didn't sell anywhere but in the picture? Suppose, he supposed, 'you write a wow on the outside; 100,000 copies is a wow. Not colossal, but at least terrific. Do you know what your royalties are?—\$3,000. Compare that with the money you get from the picture company, and see how many tears you shed over writing a situation song."

Lack of outside sales is definitely a publisher's headache, says Mr. Gordon, not the writer's. It's also possible to write a situation song with sales appeal. According to Gordon, who must be right as their last royalty statement for a brief period of time was \$20,000. Good examples are 'Danger, Love at Work,' 'Love Thy Neighbor,' 'Did You Ever See a Dream Walking?'

And there are other advantages of writing for pictures.

"The script is an inspiration," Gordon again speaking, revel nodding. "You get all kinds of ideas handed to you on a silver platter. Before we went to the Coast, Harry and I used to just sit here in the office looking out on Broadway and thinking about love. There weren't any ideas except, try to think of a new way to say 'I'm nuts about you baby. You're my this or that, or I can't live or do something without you. You get so all you want to write is, Phoebe to you, Toots. Now, with so many other things to write about, we don't mind thinking about Love once in a while."

Pause for a yawn, while Mr. Gordon explained that he had arrived home at 8 a.m. It's their first vacation in a year, and the boys are making the most of it. Previously their vacations have gone something like this. 'Go away, boys. Forget everything for a while. But come back with a score!'

Mack Gordon was a bit late for his appointment (an hour or so), and Mr. Revel emerged from the phone at intervals, flashing play by play accounts of the delay. 'Mr. Gordon just got up.' 'Mr. Gordon is taking a bath.' 'Mr. Gordon is shaving.' When Mr. Gordon arrived, it was easy to understand why these activities took so much time. It's a long way around Mack Gordon's face and figure. He's very proud of having shaved his silhouette down from 310 to 280. Refuses to get weighed at the moment, because he hasn't been sticking to his diet. 'Even my shape,' he says, 'is on vacation.'

Begins 6 Months' Absence

Edwin H. (Buddy) Morris, v.p. in charge of Warner Bros. music publishing interests, left for Hollywood Monday (1). His family accompanied him.

Mr. Morris will spend the major part of the next six months around the WB studios advising on musical productions.

The Switch

Hollywood, Nov. 2. They do it a little differently out here. Last week Joe Reichman tossed a cocktailier for song pluggers.

Maestro opened engagement at Coconut Grove and figured it was better to have it over with at one sitting.

LARRY SPIER QUITTS TO GO INTO BIZ

Larry Spier, vet music publisher, after having headed his own Spier & Coslow, Inc., firm more than 10 years ago, has resigned as general manager of Crawford Music Corp., a Max Dreyfus subsidiary, to go into business for himself again. Spier was more than a professional manager, being also the executive head of T. B. Harms Co., for Dreyfus, and later taking over the Crawford acquisition, and putting that on the map.

When Paramount bought out Spier & Coslow many years ago, Sam Coslow became a Par songsmith and Spier continued with Famous Music Corp., the Par subsid, and later contracted with Dreyfus. Latter offered to tilt Spier's terms, but balked at giving him a piece of the firm as Spier insisted upon. Music man figured that after helping to create hits like 'Isle of Capri,' 'Smoke Gets In Your Eyes,' 'Sailboat in the Moonlight,' he found he was working and creating a future estate for everybody but himself, hence his insistence to bow out.

Spier had a deal on for Sherman-Clay some months ago, just before Robbins-Metro purchased it, but Dreyfus at that time also offered to make a new deal, but that didn't come through.

Al Porgie becomes professional manager of Crawford and Dreyfus and will supervise the business end.

WHAT THEY LOOK LIKE

Promote Cocktail Units by Showing That Big Smile

New selling gimmick in way of a loose-leaf folder type card with pictures and literature being tried by Frank Burke of Consolidated Radio Artists on his hotel selling drive of his cocktail units. 'Helps eliminate grab-bag, sight unseen headaches.'

Card, mailed to 2,000 inns weekly, contains pictures of the three to five piece combos on firm's books, presents date, availability and general info. There are two groups to a card which can be filed in book for reference on the 'sight' deal.

Sheet Music Wasted on Wax Houses

Harry Fox Urges Publishers to Cull Lists of Licensed Transcription Makers

Songwriter Yodels

Way Coast-to-Coast

Embryo songwriter, Rowland Crossdale, of Berwyn, Pa., won a wager of \$50 by high-kicking from Philadelphia to the Coast in eight days.

Picked up coffee and cake money on route by yodeling own compositions in local niteries.

Shep Fields in Indianapolis

Indianapolis, Nov. 2. Shep Fields and his Rippling Rhythm comes into Indiana Roof Ballroom here, operated by Tom Devine, for one-nighter tomorrow evening (3), with Carl (Deacon) Moore set for two weeks, starting Friday (5). Latter was recently in for two-nighter stand, on last, Oct. 23 and 24.

Devine has a remote wire from WFBM again on the Roof this year, airing the five nights weekly the ballroom operates, for fifteen minutes, starting at midnight.

Good Faith Issue Raised by Pubs As Writers Won't Write Their Names

BOOS VERSUS CASH

Kids Swing, but Adults Better Outsmers

Indianapolis, Nov. 2. Tea Time Tunes, platter and chatter session six afternoons weekly over WFBM, has school kids frantic and squawking over change in policy. Change of spellers from male to female suits 'the kids okay,' with Gwen Short, immune station staffer, now spelling it. It's change of platters from all swing to swingless pops and semi-classical discs that irks the younger element.

Station figured swing-tunes weren't going over so hot with the people who do the actual purchasing; since kids don't want their swing-music back aren't heavy buyers. Quarter-hour program is sold out in spot parcels to number of air bluffers.

Jack Mills Ties Up Two European Catalogs And Writer Phillips

Jack Mills has made two more alliances in the European field for the Mills Music, Inc. catalog. One involves the exclusive representation in this country of the gypsy and semi-classical library of Jay Lieber, London publisher, while the other has to do with the contracting of the Rosevelt publications, Budapest. Mills has also obtained the exclusive rights to all manuscripts of Sid Phillips, composer of 'Night Ride,' cleared by Peter Maurice, London pub, during the coming year.

To more of Mills' latest imports as 'Kemps' having been cleared by the originally published by Irwin Dash, and 'Vagabond Fiddler,' from Cecil Lennox.

ROCKWELL-O'KEEFE IN NBC WIRE DEALS

For the first time since NBC helped set up the Consolidated Radio Artists, Inc., the network's program department is going out on its own for dance band pickups. One booking organization which the NBC program department has solicited is Rockwell-O'Keefe. Offer in this case was to run a wire into any spot held by the R-O-K office.

Extent to which the web's program department will go to get bands of its choosing outside of the CRA was indicated last week when NBC started routing the Bob Crosby unit out of the Palomar, Los Angeles niterie, where the band was already set with a CBS wire. Band's new schedule gives it clearance over both NBC and Columbia.

Group of major music publishers will decide at a meeting today (Wednesday) whether they want to accept the new contract with the Songwriters Protective Association as it now stands. Discussion will be held at the offices of the Music Publishers Protective Association.

Point of contention which remains about the agreement concerns the insistence of some of the publishers that the pact be signed by all members of the SPA council, if not every member in that organization. These pubs feel that unless the agreement is made binding upon a number of the writers individually there will be nothing to prevent them from voiding the publisher-writer contract by voting to dissolve the SPA or starting some other like organization.

SPA's council argues that the signature of its president should be sufficient. Pubs retort that if the writers are acting in good faith there should be no objection to their request for lots of individual signatures.

Contract would run for 12 years. It is understood that before the document becomes binding on the writers the leading publishing groups and indie pubs will submit 10-year renewal agreements to the American Society of Composers, Authors and Publishers.

DISC BIZ BAD IN GERMANY

Berlin, Oct. 17. Carl Lindstrom Co., after dropping 1,000,000 marks in 1936, has turned over the phonograph record phase of its enterprises to the newly organized Brandenburgische Metallverarbeitungs, Inc. Latter was licensed by the government to start off with a capital of 20,000 marks, 25% of which was paid in at once. This capital was later raised to 1,000,000 marks.

Though the record market is still bad in Germany, the manufacturers are figuring on higher profits, particularly as a result of the performing rights agreement which the recorders and the heads of the government-owned broadcasting system closed in February of this year.

NBC PUTS CHIPS ON AUSTRIAN CONDUCTOR

NBC is to groom newcomer Marek Weber, Austrian maestro, as class opposition to Andre Kostelanetz, of rival CBS, net.

Band was given a one shot on NBC about a month ago. On the strength of the shot was signed by the Stevens hotel, Chicago to go into the new Boulevard Room at \$2,500 weekly on Nov. 4. Hotel wants to inaugurate a new fad in America in form of east European after-noon concert and pop at night. Probable that present 16 pieces will be augmented.

NBC is giving band six shots weekly on this and several local shots on its WMAQ and WENR.

Master and Pupil Head Own Bands Year Later

At the time Tommy Dorsey's orchestra played the Paramount, N. Y., last year Dorsey featured a hot trumpet player. One year later Bunny Berigan, the aforementioned trumpeter, follows Dorsey into the same stand with his own outfit. Dorsey opens his stay today (Wednesday) and Berigan comes in Nov. 24.

FRANK KELTON'S AGENCY

Frank Kelton, former v.p. of Shapiro-Bernstein, has started the Hollywood agency in association with W. J. Hart and Shirley Brenner.

Ray-Kelton Agency numbers Ray Noble's orchestra among its accounts.

English Dance Orchestra Leaders Forming Own Union in London

London, Nov. 2. Meeting will be held Nov. 4 to organize a Dance Band Directors' Association. It will seek recognition as a trade union. A. M. Wall, secretary of both the British Equity Assn. and the London County Trades Council will be proposed as first president of the new group.

A committee of 25 is slated to run the association when organized. It is expected that membership will include Jack Hylton, Jack Payne, Billy Cotton and Henry Hall. They have been active in bringing the matter along to this point.

Floyd Ray in Nebraska

Lincoln, Nov. 2. Under the banner of Frederick Bros. offices in Kansas City, Floyd Ray, Coast swinger, is being brought into the mid-west. Starts here this week and dates are being handled by George Marshall.

Nat Towles, another colored outfit, will probably leave here around Feb. 1 on a deal with CRA. Towles has been making the spots in this area indie and has been selling out.

Goldie Back With Whiteman

Goldie Goldfield back at his old spot as trumpeter for Paul Whiteman.

Left the band year ago to attempt formation of an outfit of his own.

George Hall to Tour

George Hall's orch pulls out of the Taft hotel, N. Y., next spring after about eight consecutive years in the spot's grill.

Crew will take a tour of one-nights through the south. Bookings now being lined up are largely proms at schools. Dolly Dawn, vocalist with band, will accompany.

GARBER REPEAT IN OCT. \$300 UNDER JUNE TAKE

Lincoln, Nov. 2. Jan Garber's return to the Turnpike Casino here within four months of his previous one-nighter ran nearly \$300 under the June date, with \$1,157 taken. Casino is holding to the larger names for Friday nights, going more moderate for Saturday night and holding that band over for a Sunday matinee.

Anson Weeks is the next MCA shot, Nov. 5.

Salkin Opens Office

Chicago, Nov. 2. Leo B. Salkin, recently of Consolidated Radio Artists, opened own booking office here this week.

With these as a nucleus will do both hotel and tour booking. Setting up a band-floor show combination to play ballrooms throughout this territory and Southwest.

On the Upbeat

Catherine Hoyt is vocalizing with Emery Deutsch's band at the Book-Cadillac hotel, Detroit.

Herbie Kay invades east on Nov. 6 at Valencia ballroom, York, Pa. Ritz ballroom, Pottsville, Pa., on Nov. 8 and Casino, Scranton, Pa., on Nov. 11 follows before opening at Arcadia International, Philadelphia, Nov. 12 for four weeks. Art Kassel and Ray Benson precede Kay on Oct. 30 and Nov. 5, respectively.

Paul Pendarvis opens new room in Statler hotel, Detroit, Nov. 13. Veloz and Yolanda, dancers, also in for extended engagement via MCA.

Sammy Kaye into Statler hotel, Cleveland, O., Nov. 8, augmented by Gower and Jeanne, dancers. First time for entertainment at hostelry.

Four Aces, cocktailers, closed at Ormond's, Oklahoma City to open at Stevens, hotel, Chicago, Nov. 4 for CRA.

Allen Leater now at New Fulton Royal hotel, Brooklyn, N. Y.

George Hall and Lucky Millinder 'battled' at St. George hotel, Brooklyn, N. Y., Dec. 4.

Bubbles Becker's crew contracted for Cinema Casino, Miami, Fla., opening Dec. 24. Plays New Penn Club, Pittsburgh, Pa., meanwhile.

Al Johns follows Harold Stern into the New Kenmore hotel, Albany, N. Y., Nov. 4.

Three Bachelors and Paulette, unit, preened at Bennett hotel, Binghamton, N. Y., this week.

Bob Grayson succeeds Johnny Hauser at the Mayfair Casino, Cleveland, O., Nov. 4. Hauser takes up midwest tour on exit.

Jess Hawkins and Charles Stenross play Palisades ballroom, McKeesport, Pa., Nov. 6 and 13, respectively.

Jack Sherr engaged by White Mansion, Pittsburgh, Pa., opening Nov. 5.

Johnny Hamp current at Roosevelt hotel, New Orleans, La.

Bob Elroy plays at Club Casino, Greenville, Miss., starting Nov. 12.

Mike Riley into Claridge hotel, Memphis, Tenn., Nov. 24 after exiting Chez Maurice, Dallas, Tex.

Larry Funk current at Webster hall, Detroit.

Frank Reynolds succeeds Henry Biagini at the Casa Madrid, Louisville, Ky., this week.

Roy Keating at Murray's, Tuckahoe, N. Y., signed with Bob Bundy this week.

Phil Levant opens at the Trianon ballroom, Cleveland, Nov. 9.

Bert Block plays new Aragon ballroom, Cleveland, Nov. 16 before opening at the Rainbow Grill, N. Y., Jan. 10. Just closed at the Arcadia ballroom, N. Y.

Al Donahue, currently with his band at the Rainbow Room, N. Y., will make a short for WB.

'Fats' Waller goes to the Coast tomorrow (4) as maestro at the 'Famous Door' in Hollywood, which opens on Nov. 9.

Lucky Millinder will do a fast return at the Roseland ballroom, Brooklyn, Nov. 13. Opens first Oct. 28 for a week, and is followed by Dick Messner Nov. 4. After Millinder's return on Nov. 13, Julie Wintz goes in. Harry Moss set trio.

Dick Jurgens at the Peabody hotel, Memphis.

Harold Stern band moves into New Penn, Pittsburgh, for two-week stay starting Friday (5), replacing Don Bestor. Latter goes directly into

Last Week's 15 Best Sellers

Harbor Lights	Marlo
Can't Stop Me from Dreaming	Remick
Vieni Vieni	Witmark
One Rose Left in My Heart	Shapiro
*Remember Me?	Witmark
*That Old Feeling	Feist
*Moon Got in My Eyes	Select
My Cabin of Dreams	Berlin
*Roses in December	Berlin
*Have You Any Castles Baby?	Harms
*Can I Forget You?	Chappell
So Many Memories	Shapiro
*Blossoms on Broadway	Famous
Once in a While	Miller
Josephine	Feist

* Indicates film musical song.

Stanley theatre, Pittsburgh, for a week and then to Sherry-Netherlands hotel, Cincinnati, for indefinite stay. CRA handled.

Ernie Weston's music makers are playing an engagement at The Gleam, niterly in San Antonio, Tex.

Dick Keltner, guitarist, is with Buddie Hancock's orchestra, now touring the lower Rio Grande Valley of South Texas. Band is out of San Antonio, Tex.

Anson Weeks now airing nightly via KABC, San Antonio, Tex., are playing a return engagement at the Olmos Night Club in that city.

Wingy Mannone plays for Rhode Island State at Kingston, R. I., Nov. 10.

Paul Whiteman set to do two days at Armory, Minneapolis, starting Nov. 12 for CRA.

Lee Allen opens at Trianon ballroom, Cleveland, Nov. 12.

Blue Barron orch stays at Southern Tavern, Cleveland, until Jan. 1. Has NBC wire. Booked by CRA.

Ray Herbeck orchestra at Blossom Heath, Oklahoma City and over KTOK every night.

Freddy Martin stays at the Aragon ballroom, Chicago until Dec. 4, when he comes east to locate. Now heard over Mutual.

Jules Duke's outfit engaged by Providence Biltmore hotel, Providence, R. I., starting Nov. 11, after closing French Lick Springs hotel, Indiana.

Don Bestor plays for U. of Michigan at Ann Arbor, Nov. 12.

Red Nichols returns from midwest after a year's absence to one night the east for MC starting Nov. 15.

Marvin Fredric band at Biltmore, Atlanta. Romany Trio and Carmen added entertainers. Band is heard nightly over WSB.

Del Bryson band indef at Rhine-land Gardens, Armonk, N. Y.

U. of Iowa orchestra succeeded Bob Sylvester at Seven Gables, Milford, Conn.

Herman Middleman's orch renewed by Nixon cafe, Pittsburgh, for re-

mainder of winter, which will give him an all-time new run record at this spot. He's now in his 108th week there.

Billy Brooks orch., with Big Apple specialty, followed Woody Herman band into Normandie, Boston.

Johnny Johnson's orchestra opens at the Village Barn, Nov. 8. Booking marks inception of new name band policy at this spot.

Joe Reichman's orchestra gets a playback at Coconut Grove, Los Angeles, after first of the year, closing its current six weeks stand around Dec. 1 to allow for the holiday stand of Paul Whiteman.

Dee Peterson and his University of Iowa band opened a season's engagement Saturday (30) at the 7 Gables Inn, Milford, Conn.

Feist presents

The Country's No. 1 Hit

THAT OLD FEELING

By LEW BROWN and SAMMY FAIR

LOVELY ONE

By FRANK LOESSER and MANNING SHERWIN

Both from WALTER WANGER'S "VOGUES OF 1938"

Two Top Songs from Walter Wanger's "52nd Street"

I STILL LOVE TO KISS YOU

GOODNIGHT

I'D LIKE TO SEE SAMOA OF SAMOA

By WALTER BULLOCK and HAROLD SPINA

Wayne King's Sensational Novelty

JOSEPHINE

By GUS KARN, WAYNE KING and BURKE BIVENS

AND REMEMBER

"You Can't Go Wrong with a Feist Song"

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Season's Loveliest Melody

MOON AT SEA

England's New Ballad Hit
THE GREATEST MISTAKE
OF MY LIFE

Will Hudson's New Jam-orous Hit:

Sophisticated Swing

Tune-terrific! Melodramatic!
Score of the New
COTTON CLUB FARABE!

She's Tall! She's Tan!
She's Terrific!

I'm Always in The Mood

For You
Harlem Bolero

Dreams for Sale

I'm Just a Country Boy
at Heart

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"MERRY-GO-ROUND OF 1938," produced by BUDDY DeSYLVA
with this top score by JIMMY McHUGH and HAROLD ADAMSON

YOU'RE MY DISH

MORE POWER TO YOU

I'M IN MY GLORY

A NEW HIT ON THE HORIZON

ONCE IN A WHILE

By RUD GREEN and MICHAEL EDWARDS

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A HIT FROM "THE LIFE OF THE PARTY"

STILL TOPS

ROSES IN DECEMBER MY CABIN OF DREAMS

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799 SEVENTH AVENUE, NEW YORK

HARRY LINK, Gen. Prof. Mgr.

Acts Protest WB's Chi 'Benefit' Previews; Only 2-Day Pay Dates

Chicago, Nov. 2. Rebellion in the ranks of vaudeville performers here is threatening the weak setup of showing nights. Acts are openly yelping at the procedure which has them giving two free showings at the Odgen for Warners, which operates vaude for only a two-day stand at the Stratford on Saturday-Sunday.

Acts are opposing such a setup, especially since there is so little that Warners can offer in return for this free service. What they particularly object to is the fact that the Odgen is filled to capacity for both shows on the Friday 'previews.' Yet despite this packed business that Warners is getting for zero Fridays, the circuit isn't repaying the acts by opening the Odgen for even a 'paid' Sunday date.

Acts are complaining to the American Federation of Actors on this score and it is understood that the AFA is readying to ban these showings as unfair, since they return little or no real value to the acts for all their work and labor. Majority of the acts don't even get transportation or baggage money to the house.

That the house is fit as a 'showing' spot is questioned by the vaude agents and bookers themselves, since it is miles from the loop and difficult for the majority of vaudeville people to reach.

Vaudeville people themselves feel that Balaban & Katz showing setups at the Belmont or Harding were much better in every way and for all concerned, and would like to see B. & K. again operate these previews. If they are necessary. Some talk of getting showing into the State-Lake at the last show on Tuesday or Thursday, since the house is right in the heart of the loop and would be easier on all concerned.

T.B.U.'s New Lancaster Home; One Old Member

Lancaster, Pa., Nov. 2. New \$30,000 home was opened here last week by the Theatrical Beneficial Union, outgrowth of the old Theatrical Managers' Assn. Organization has lost almost all its former show biz membership, having operated without pro restrictions since 1921.

John Lyons, of Lowell, Mass., last seen here as a stock player, is the sole non-local retaining his membership. He has not been here in 20 years, but always renewed his card. List formerly included nearly 300 of the top names of vaude and roadshows.

Feature of the dedication ceremony was the initiation of a class of 54 candidates, headed by Ray O'Connell, manager of the Capitol theatre, Bert Leighton, manager of the Grand, and several other local theatre employees. New home is entirely free of encumbrances.

Touring on Ice

Chicago, Nov. 2. Operators of the Black Forest show at the St. Worth Centennial are readying it as a unit to tour public audes and armories.

Ice skating exhibit will carry its own portable icing equipment and is expected to open at the Stadium here in about two weeks. Other dates being set.

Osterman at Cavalier

Jack Osterman goes into the Club Cavalier, N. Y., tomorrow (Thursday) night as m.c. at the helm of a refurbished show. Bob and Fleur-ette Gilbert, dancers, and Roger Steele orchestra in it; maybe also Aunt Jemima (Tess Gardell) to be added later on. The girls.

Henry Butler, owner, now has Irving Alexander of the Frolics, N. Y., as a partner.

Rhumba Scout

Havana-Madrid, New York's latest Cuban niter, maintains a talent scout in Havana whose duty it is to dig up new talent.

Rule 'No Cause' in \$115 Suit vs. Cleve. Niterly

Detroit, Nov. 2. No cause for action was ruled last week on a \$115 damages suit brought by Harry Russell against Myron B. Lloyd, op of the Oasis niterly. Russell, agent for a line of 'beef trust' gals, charged Lloyd discharged him without notice while 'trusters' were appearing at the Oasis. Emily Smith, beef trust chorine and mother of three, testified that the girls, not the niterly, fired Russell. He paid them only \$12 a week, it was testified.

\$3,000 PERSONAL APP. BID FOR MONTAGUE

Detroit, Nov. 2. John Montague, golfer, acquitted last week on seven-year-old holdup charge, is being sought as chief attraction at Detroit's little world fair in Convention Hall, Jan. 21-31. Local sponsors ready to shell out \$3,000 for Montague's p.a.

Telegram sent Montague last week, shortly after his acquittal, by Charles H. Thom, general chairman of exposition. Offer asked that he make p.a. as main guest sportsman's show, to be held in conjunction with fair.

Marty Forkins has Montague signed for personal appearances at golf courses, theatres, etc. Forkins will handle all these bookings; Everett Crosby, Bing's brother-business manager, will rep Montague for radio and films.

Mich. Okays Gambling; 'Clarification' Puzzles

Detroit, Nov. 2. Reversing a previous order, the liquor commission has placed the okay stamp on petty gambling in nite spots, as long as it's not organized stuff or slot machines. Just what the board will tolerate is a mystery, though a 'clarifying' statement was issued to 'set operators right.' While card playing is permitted and rental may even be charged, commission says it won't allow baffle boards in which money may be won or lost.

Although purporting to clarify the local situation, the commission order leaves niterly operators out on limb with the dictum that 'regarding other types of conduct, the board will abide by the decision of local authorities as to whether such conduct is to be permitted.'

6 Acts for \$350

New Jow for a full-week vaude house was hit last week when the Tri-Boro new dueler-vauldier on East 125th street, Harlem, dropped its budget for a minimum of six acts on two weekly splits to \$350. House opened about a month ago with a nut of \$450 for same talent array and dropped to \$400 two weeks later.

Dime admish prevailed all opening day, with two features, two shorts and a newsreel augmenting the six acts. Ante was later boosted to 30c.

Friars Elect

At Friars' annual election the following officers were chosen: Jay C. Flippen, abbot; Bobby Clark, dean; Maurice H. Rose, treasurer; Lester Hamel, secretary.

Governors for the coming year will be Milton Berle, Edwin G. Bruns, Sr., George Burns, Emmett Callahan, Harry Dell, Henry Jaffe, Harry H. Oshrin, Sam Sax and Elias E. Sugarman.

TEXAS NITERLY FIRE

San Antonio, Nov. 2. Fire of unknown origin destroyed the Green Parrot night club, Donna, Tex., last week. Niterly is located halfway between Donna and Weslaco, Tex.

Ted Rogers, formerly of Raymondville, bought the place from P. Avila last month.

Saving Grace

Assistant to Harry Kalcheim, Paramount vaude booker, was fired last week by an act he was auditioning during the boss' absence. Gal was terping dead pan, so the %er suggested she smile for a better impression. 'Why should I smile,' was the stopper, 'until Mr. Kalcheim gets here?'

Non-Union Band Not A Strike, Picketing Out, Philly Mayor's Edict

Philadelphia, Nov. 2. General membership of Tooters' Local is skeddied to consider today the recommendation of its prez, A. A. Tomei, that it go to court for an injunction against the mayor and police department. Tomei maintains cops are interfering with pickets at the French Grotto. Spot now employs a non-union band and has been picketed in an attempt to oust this outfit. Hinzoner contends that inasmuch as there is no strike actually in progress, musicians have no right to parade the front.

Musicians' counsel claims the only way the pickets can be removed is for the Grotto ops to obtain an injunction. He declares police have no right to interfere unless there is violence.

15 YEARS AGO (From VARIETY and Clipper)

Richard A. Rowland new head of First National. J. D. Williams was out.

New McVickers theatre opened in Chi. Built on the site of the old house inside of six months. The last word in theatres then.

Fannie Bess topping the bill at the N. Y. Palace. Same offering as her last appearance, but the same solid hit.

Al and Fannie Stedman, old timers, were the comedy knockout at the N. Y. Riverside. They knew what the crowd wanted. Ben Welch contributed the rest of the comedy. Van and Schenck were the topers.

Success of the afterpiece kidding the Owen McGivney protein act got the performers another week practically as a unit. Killed 'em at the Alhambra. Bert Wheeler (and Woolsey) was the chief funmaker. Working with Betty then.

Victor Moore and Emma Littlefield the hit at the Orpheum, Frisco. Billy Glason and Claudia Coleman, doing singles, ad libbed into the act, helping along.

Equity members in a ferment. American Federation of Labor assessed \$5 per capita for a legal defense fund for striking coal miners accused of murder.

Weber and Fields' unit folding. Joe Weber felt it was too much of a strain.

Case of Max Hart against Keith office thrown out of court on argument that vaudeville was not interstate commerce.

Keith office started a department to build big acts. Promised a two-year booking if turns made good. Tired of relying on agents.

Formation of a swing orchestra announced in Frisco. But it did not refer to the playing. To give regular house men one day off each week.

Punch cards similar to meal tickets planned for chorus girls by producing managers. To show if girls had rehearsed more than 10 days in deciding salary claims. Never operated.

Shuberts planning to revive lately deceased 'Hitchy Koo' without Hitchcock. Just using the general idea.

Six new shows for B'way. Season was uncertain and managers chary.

Government reported a drop of \$160,000,000 in picture theatre receipts as shown by tax returns.

Jas. Melton as Vaude Opposish To Powell's Cleve. Auto Show P.A.

Cushman Circuit Adds 17 Days' Playing Time

Lincoln, Nov. 2. Wilbur Cushman circuit added about 17 days' total time in this area this week when L. J. Finske, division manager of the J. H. Cooper Enterprises, signed in Los Angeles for Greeley, Colorado Springs and Pueblo, Colo.; Lincoln (Orpheum), and Oklahoma City (Warners). First show here is Ed Gardiner's 'Stork Club Scandals' (5) and the O.C. opening is on Nov. 12.

Cushman has been needing this section to tie up his mid-west and Coast tours. Deal for this spot is every other week.

ROSE 'SHOW OF SHOWS' STARTS 40-WEEK TOUR

Ft. Worth, Nov. 2. Billy Rose's touring 'Show of Shows' will preem at the Municipal Auditorium here Friday (5) night, then do one-nighters at Amarillo and Pueblo before heading for the Coast and a projected 40-week road trek. Show, which has rehearsed since the week after the closing of the Frontier Fiesta is a 2½-hour revue including the highspots of seven Rose productions.

Cast will include Walter Dare Wahl, Lulu Bates, Six Tiny Rosabuds, Eddy Eddy, Bigelow and Heck, Melva Sisters, Jones and Grannon, Miller Brothers; Everett West, Hinda Wassau, Stuart Morgan Dancers, Willie, West and McGinty, Art Frank, Frazee Sisters and the Great LaFleur. There will be seven complete scene changes, for which Albert Johnson did the acts. John Murray Anderson is staging and Tommy Becher did the costumes.

Wayne King Fulfilling Pitt Date After 2 Yrs.

Pittsburgh, Nov. 2. Wayne King's contract with Stanley, which was originally signed in 1935, will finally be fulfilled week of Jan. 7 when he plays a week at WB deluxer. That'll be almost two years to the day from time King was supposed to play house to greenest when 'when available' but management let him out of date first time because he didn't want to be away from his wife when their second child was born. Since then, radio and hotel jobs have kept him tied up.

Stanley now hasn't any stage bookings to worry about until after first of year, house having already been set solid up until that time. After current Bunny Berigan show, lined up in turn includes Don Bestor, Fred Waring, Ted Lewis, Vincent Lopez, Emory Pendergast and Little Jack Little. For Bestor show, house has lined up for additional acts Fred Sylvester and his midgets and Larry Blake, mimic who was recently on the coast under contract to Univer. sal.

Ombo policy of WB deluxer has been sensationally successful ever since pooling agreement with Loew's took flesh out of latter's Penn. In last six months, house has had only three or four losing weeks, takes consistently averaging above the \$20,000 mark.

Gambarelli Back

Maria Gambarelli, the dancer, who has been in Italy for a year making motion pictures in that language returned to New York last week. She starred in three pix overseas.

NEW DETROIT NITERLY

Detroit, Nov. 2. Hotel Statler's new Terrace room niterly will open Nov. 13 with Paul Pendarvis band and Veloz and Yolanda as headliners. Opening party'll be a Junior League society blowout. Niterly, lavishly decorated with murals, a platinum promenade and spiffy terracing, will give the town its second downtown hotel spot, the other being Book-Cadillac's Casino. New spot is located in the hub of the theatre section and will help remedy Detroit's lack of nite life for conventionists.

Cleveland, Nov. 2. James Melton's date at the RKO Palace, opening Nov. 12, clinched by Nat Holt, division manager here, is causing a quiet chuckle among the insiders who know how the shrewd booking man the sponsors of coming auto show.

Holt is bringing in Melton a big fav in these pastures, to counteract the attendance threat of the motor exhibit, which starts in civic auditorium on the same day. Billing him as the Hollywood and concert singer 'who smashed records at the Cleveland auto show last year.' Dick Powell will gueststar in this season's motor annual, but Melton's billing is still ranking the sponsors of rival attraction.

Although the Palace has been suffering from lack of name acts and low grosses in the last month, Holt is pulling the house out of the hole with Fred Waring and a string of promising November bookings. Waring registered the first SRO biz over a weekend this autumn.

Cleveland, Nov. 2. Entertainment costs for the annual Cleveland auto show, to run from Nov. 13-20 in civic auditorium, are going over all previous years' marks but sponsors have okayed them without kick. Biggest item is Dick Powell, who will draw a salary of \$1,500, or approximately 20 per cent of the show's gross. He'll do daily, three week-ends, and agreed to put on an extra one if necessary.

While Warner Bros. singer is the ace drawing card, the supporting show ranks as one of the biggest ever put across here by Herb Buckman, promoter of series. Louis Rich, WHK musical director, is rehearsing a symphony orchestra of 35 pieces recruited from three local stations.

Girl revue tagged 'Brides of Nations,' with cast of 110, will be built around Powell during the act. Talent purely local, but 22 'brides' in spectacle were picked via contests from city's 22 foreign groups which represent 65% of its population. Second act is planned as a style show sponsored by leading furriers.

Full-sized niterly, plus all the usual trappings, will be built in one end of the auto exhibition hall to catch the night trade. Merle Jacobs, former drummer and now a MCA booker here, reorganizing an orch and is returning to the drums for its floor revue. Top acts consist of Joe Wallace, m.c.; Sondra, Hank the Male and Jeanne Fadden, runner-up to 'Miss America of 1937' at Atlantic City.

Edward Beck from Chicago is stage-directing the Dick Powell shindig, assisted by Mrs. Victor B. Phillips, socialite-actress. Admish charges are up to 60c, whereas they were 40c last year, but Buckman and backers figure the star's rep is worth the hike.

Salt Lake Niteries' Ciggie Sale Headache

Salt Lake City, Nov. 2. Utah Attorney General Joseph Chex has thrown a scare into Salt Lake City night club operators, hinting the undue sale of cigarets to minors is curbed pronto, be'll arraign them on public nuisance charges and subject to abatement proceedings.

Goaded by parents, school officials and juvenile court authorities, the attorney-general mailed the opinion to the local cafetems, urging cooperation in not selling cigarets to under-age minors. Spots where mechanical vendors peddle smokes will be held responsible of making certain that minors do not patronize the machines.

U. S. Acts to Aussie

Chicago, Nov. 2. Six more acts were signed for the Australian Tivoli circuit through the Billy Diamond office here last week. Included during the Lawlor and Buddies, Whitey Roberts, Ballard and Ray, Espes, and St. Clair and O'Day.

Turn: are set for the first of the year, with a guarantee of 10 weeks' playing time out of 12.

Toronto Calls Burley, Radio 'Disgusting,' but May 'Investigate'

Toronto, Nov. 2.

Blue law makers in this city, having worked themselves into a lather over commercial broadcasting on Sundays, now have extended their campaign of purification to include local burlesque houses. Newspapers, always willing to crusade against strippers and radio, are devoting plenty of space to the subject and making both broadcasters and theatre owners squirm.

Toronto Community Welfare Council, at a recent meeting, scored strip tease acts at the Casino and Broadway theatres, declaring them 'disgusting.' Rev. John Coburn went so far as to say 'The psychological effect of a woman coming out on the stage and removing her garments one by one—putting them on and taking them off again—conveying to the audience the idea that she is going to strip naked, is worse than though

she came out naked in the first place.'

Mayor W. D. Robbins, of Toronto, stated that he had once found himself in a theatre watching a strip-tease 'by mistake.' At the request of the council he said he'd thoroughly investigate conditions with Chief of Police Draper. Present system calls for the police to keep local burlesque clean. Squawk of the council is that a board of censors should do the work and that licenses of theatres should be cancelled if they do not 'clean up.'

With the idea of strangling Sunday commercial programs and dance music airings, the uplifters are gan'ing up on Ontario radio stations, too. Toronto East Presbytery was the first to kick, trying to Gladstone Murray, general manager of the Canadian Broadcasting Corp., that such broadcasts, including descriptions of professional baseball games, should be banned. Now the Toronto Association of Baptist Churches gets in its finger.

At a recent meeting, churchmen adopted a resolution protesting against Sunday commercials and against any broadcast 'which might disturb the hours and habits of worship or make worship difficult.' This has been forwarded to the CBC. East Presbytery already has sent in its kick.

Members of the CBC board will huddle Nov. 15 to study the situation. Expected that more religious bodies will have banded together by then to present a united front against commercials.

Pitt Kids Nix Covert; Minimum Is Still Okay

Pittsburgh, Nov. 2.

That cover charges here went out with the depression was indicated conclusively last week when the William Penn hotel eliminated the sit-down tariff after a brief fortnight's tryout. Spot for the last several years has had a fixed minimum check policy, but with the opening of its new Italian Terrace decided to slap a buck per person, with \$1.50 on Saturday, covert.

Result was that Dick Stabile, who built up a following in the younger crowd here last year, was playing to practically an empty room. Kids just couldn't stand that kind of coin. So last week the hotel went back to a minimum and business picked up immediately.

There isn't a cover charge spot in town now, and, judging from William Penn's costly experience, there won't be for years. Incidentally, Stabile's contract, originally for three months, has been extended until the middle of February. After that he'll head for the Coast and either the Palomar or Coconut Grove.

Clamp on Mpls. Niteries For Closing Law Breach

Minneapolis, Nov. 2.

Local night clubs got a tough break when authorities clamped on the lid over the weekend while thousands of transients were here for the Minnesota-Notre Dame football game and every establishment turned patrons away. Action came as a result of a city official's charges that the police department was permitting the town to run wide open and that many night clubs were serving liquor into the wee small hours of the morning, although the state law calls for a midnight weekday and 1 a.m. Saturday closing.

Newspapers gave considerable front page space to the charges and the matter was brought to the attention of the grand jury and the state liquor commissioner. They threatened to investigate the situation. In St. Paul the closing laws have been enforced. One Minneapolis night club had been advertising in St. Paul newspapers that patrons could come at any time and always be assured of entertainment.

Saranac Lake

By HAPPY BENWAY

Things That I Like Up Here in the Actors' Colony:—New smile that the Will Roger-ites have lately, peace-of-mind supreme. . . Successful operation that Lillian Mansfield took with a smile. . . Interest taken in the Actors' Colony by Jerry Vogel, who is always philanthropically inclined toward a sick actor. . . Untiring efforts of Rev. Father Blais, who spends most of his time making life worth while for the showfolks. . . Motherly spirit of Mrs. William (Mother) Morris. . . Fighting spirit of Ford Raymond and Thomas Abbott, both messed up with that 'rib' operation. . . Ever-welcome hellos of Dr. George Wilson and Rudy Plank to the ailing artist. . . Good-cheer work of Eddie Vogt, patient to patient. . . Will Rogers' operations of Dr. Warner Woodruff. . . Interest taken by A. B. Anderson and E. G. Dodds, managers, toward the showfolks' welfare. . . Never failing good cheer letters from Sophie Tucker, Ruth Etting, Leonard Grotte, Bobby Graham, Charlie (Booker) Mack, Joe (Ex-Variety) Bigelow, Sam Roberts, Dr. Edgar Mayer. . . Eddie Rickenbacker's interest in the Will Rogers. . . Gene Buck's speeches about Saranac and the ailing showfolks. . . Your personal letters to the ailing showfolks up here in the Actors' Colony. . . Thanking me, your VARIETY representative, for information concerning the sick which is always gladly given. . . general interest taken by the public in the welfare of the ailing actor.

Albert (Warner Bros.) Boerner, Pittsburgh manager, gets that big improvement O. K. . . Coming and Going: John (Verne Moore) Montague mitting Adirondack friends. . . Mrs. Katie Freshmann, Rose and Sylvia Lemlich (N.Y.C.) ogling 'Will Rogers'. . . Eng. F. (Reading, Pa.) having his sister, Beatrice, at the big hospital. . . The Frank Bodwells (N.Y.C.) found their son, Teddy, doing ok at the Will Rogers. . . Ben Schaeffer, in for op, wants his dialect restored. . . Lee LaMarr back after a siege of Cincinnati, no like there. . . Russ Kutz daily visiting a medico, it's rheumatism. . . Frank Scully's raves over the good health of his newest, Patricia Ann. . . Flesh shows and name orch coming to Mount Baker Club; they're from Chicago. . . Lillian (Will Rogers) Andersen at the Orthopedic hospital (N.Y.C.) for a spine knacker that 364-pound buck knocked off by ex-theatrical manager F. C. Well, an up-state entry for the Trudeau trophy. . . Roseline Russell day-planned here, she's an ex-native (Adirondack Players). . . First stock troupe of players brought here years ago by Fred DeDonody and D. D. H. Sr. got special mention in locals. . . Frank (Rags) Gaylord to McGill's U. Montreal, for an op. . . Jimmy Combs masters a successful eye operation. . . Lydia Magee (Will Rogers) now at the General hospital here.

Write to the sick you know in Saranac and elsewhere.

THE FROLICS BANKRUPT

The Frolics, Broadway niterie above the Winter Garden, was petitioned into involuntary bankruptcy last week by liquor and baking vendors. Winterstap Operating Corp. was the corporate owner. Lou Holtz, the last attraction, was paid off nightly.

Burlesque Reviews

ORIENTAL, N. Y.

Evidence that burley in its present state cannot last is seen in the show projected last week at this Broadway house. Tagged 'Chest-Appeal,' (Thursday) house was 100% indigo dispensed by entire company. Operators are out on a limb because they can't please both censors and dyed-in-the-wool fans. Night caught in a state of house was only 25% at start of show.

Show gets off lively enough with trio of blondes, Marjorie Royce, Helen Troy and Annette, last two of whom eventually prove to be strip-tease flanking Miss Royce, apparently for effect only, harmonizing 'You Can't Have Everything.' Trio is backed by line of girls who aren't exactly Roxettes, but they dance well, have no trouble keeping together and with one or two exceptions are shapely and good looking.

Chuck Amey tapper, follows and seems to be slightly out of place on a burley stage. He has the appearance and the ability for better things. Comics Hank Henry and Sam Weston and straitlaced Kane are obviously handcuffed on the material end. Bob Alda, juve, uncorks a good voice, tossing off 'Sweet Variety Sue,' 'Cabin of Dreams' and 'Roses in December,' spotted in different parts of the show, in conjunction with the girly line. Aforementioned Miss Royce has a pleasing soprano and does very well in her comedy roles in skits with the comics. She takes a slight kicking around in one or two of the numbers with the aplomb of an albino slapstick.

Helen Troy, Annette, Almee Spencer and Roxanne comprise the peelers. Doffing seems to be cautious, with only one strip to the 'G-string,' a quick full turn to appease the peasants and off. No encore and none called for. Unbilled dancer who looked to be the Spencer gal, did solo Arabian number attired in a beaded skirt and a full-length black veil, dropping the veil just before the walk-off.

Henry and Weston try hard but that the show is under wraps is evident in the way they get off a couple of fast off-color cracks, so fast that they go over the heads of most of the auditors. Both comics, along with Johnny Kane and the three gal singers have a short skit immediately following opening number, which is supposed to inject a little blue note into a promise of better things to come, but it falls flat. Hilites of the show were a Russian skit with Henry, Bob Alda and Miss Royce, and a racket ball bringing out both comics, Kane and Chuck Arthur. It's been done before and the only thing that aroused a response was Henry's portrayal of a punchy tout.

Show runs about 80 minutes, supplemented by 20 mins. of short subjects.

PALACE, BUFFALO

Buffalo, Nov. 1.

You can't argue with the box office. From the beginning of the season to now, Dewey Michaels has been trying to give them something different here. . . Traveling burlesque—new faces features of the first shows were ballhood. Whatever else, there was at least an attempt at something in the way of talent. So what? So the nut went up and the gross went down. Burley fans simply nixed uplift. They wanted what they wanted when they wanted it; and they were going to get it or else.

Now comes the return to stock burlesque. They're back where they started at the Palace—and even back of that. All the old backlots are out of the sewed again. Strippers reduce the art of teasing to taxidermy. There are shakers and tossers in the raw and without embellishment. 'Comedians' wouldn't

even rate a gong on an amateur hour. So what? So the nut is down and the gross is up in four figures. It's what they want here and the mob is back, with standing room for supper show, midnight shambles, Sunday performances and so on.

Current proceedings at the Palace aren't even handicapped by a title—which is fair enough. Fifteen girls in the line, short on looks but okay in routines. Costuming is up to the average, always a Palace trademark. As indicated, the strippers give the undressing art all the finesse of the meat market. The comedy is almost too ancient to give even olefactory offense. Not an original idea in a car load and the putty-noses are cataplectic in their dexterity. Only name in evidence is Sherry Britton, just another teaser but with an extra mean toss or two.

If this is what they want, some one might just as well toss it together and let 'em have it. As long as there is anyone to buy, there will always be someone to sell. That is, unless the health department starts to fumigate.

Burton.

Sally Rand's New Teps

Sally Rand is set for the week of Nov. 11 at the RKO Keith, Boston. Will intro a new dance during the date.

James Melton plays the RKO Palace, Cleveland, the week of Nov. 12. Morris office set both.

★ Arthur Boran

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Dramatic Critic, Baltimore Post-Examiner

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in town, in his way, is more skillful than

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show at the Penthouse club. He imitates

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LYRIC, INDPLS.

Indianapolis, Oct. 30.
Dr. Hoffman and the Bredwings, billed as "Can You Take It," Nicholas Boia production, are something new in vaude. Show gets its title from opening number in which 16 gals retrace gowns to do a chorus in negligee inquiring "Can You Take It?" Dare, if it is one, is then forgotten for the rest of the bill. Gertrude Bricker is the only one to do an acrobatic dance in which she excels in front flips.

Followed by the Bredwings, two men in regulation acrobats' garb, and a third member in comedy wig and mustache. Comedian of trios does a seemingly impossible series of frog leaps about the stage, and at show caught, the act was given a tumultuous reception. Time was lost to five minutes, which allowed only for the meat in this deuce spot.

Production number is next, introduced offstage as "Women in Love," has been billed as one of the best supposed to represent best sellers. "Can't Take It With You," "Gone With the Wind," "Wake Up and Live," and "Let's Horizon" are the songs. This is a routine in Chinese coolie outfit. This is a buildup to turn of Fahn and DeNeure, who do a sabre dance with, and then a series of gait pant. Dorothy Miller appears briefly to sing "Cuban Pete," and "That Old Feeling" acceptably.

Dr. Hoffman follows to provide the real novelty of the act. He helps of four girls who aid in the distribution of his concoctions, he opens with a talk on the speed of present vaudeville service, and then proceeds to illustrate by pouring every known cocktail from one shaker. Girls pass them out to audience. He invites members of the audience to call for their favorite drinks and pour them out of his magic shaker as they are named, even to reproducing hot coffee, cream and sugar. For a finish number a champagne known as Seagram's whiskey is printed on his portable bar. Dr. gives it an added plug in his spiel.

Mlle. Lorraine does an aesthetic dance in a solid dress before a series of chrome steel mirrors. With special lighting effects, the illusion of a line number is created. This is dispelled, however, at the appearance of the girls once more to do a routine with white ostrich plume fans.

Don Zelaya has cut down his pseudo-scientific talk on the effect of the term number on the mind. It is good idea for this show, as the audience is familiar with his act. He confines himself to Steinwaying a couple of semi-classic tunes to open, followed by some patter, then a one hand rendition of "The Rosary" and finishes with "Ah! Sweet Mystery of Life."

Pansy the Horse is presented before a special stable drop, with the gal putting the yard-goods near through comedy paces. Neither ends of these do some nifty footwork and appear sweating and puffing at themselves for the curtain bow. Gals do rhumba routine to "La Bamba" for finish, with a small company on stage for the finale. Show is exceptionally well hung and costumed throughout.

Hampered by the pic, "West of Shanghai," (Walt) was on a fair last show Friday. 229. Kiley.

CHICAGO, CHI

Chicago, Oct. 30.

It's a big bill the Chicago customers are getting currently, with "Life of the Late Zola Taylor" as the head of the show, and a seasonal stage bill as contrast.

Undoubtedly the budget for the flesh attraction has been sliced plenty to make way for the feature, but, to the credit of the show, the cut is not noticeable. In the 30-minute production there is a nice balance of balancing comedy, novelty and spectacle that much longer show seldom achieve. Too, it is as colorful a piece as has played in town for some time.

Here, the producer has taken the line of a "Life of the Late Zola Taylor" as a comedian, and two single musicians and, by having them work in just one set, producer a musical review with a sort of continuity, and the considerable of the comedians on other bills are to be the basis of judgment.

Set shows the exterior and grounds of a country inn. Upstage a long rough table and a small drop carries out the same hunting motif. Opening has Rosemary Druff, ballerina, as a pink costumed dancer, entering with a troupe of tankards. Placing them on the tray, she does a splendid toe routine during which red-coated members of the Wayne Howarth male chorus gather and watch.

With the dance over, this male chorus has a session of tankard-raising drinking songs. In performance they rate only fair, but their entrance last night will be bright enough color on this particular bill to make up for any voice deficiencies. Then, as they finish, the house, costumed as waitresses, enters for the first routine with a song.

Girls give a sense of pleasantness, and are the spectacle. Following the exit, Johnny E. Bryant comes on as a waiter to do a few minutes of neat

bird and tune whistling. Then another routine with the men and girls this time all dressed in the red-coat hunting costumes. Jerry Sheldon, doubling as accordionist from the pit orchestra, is asked to do his stuff, and Cookie Bowers follows.

Bowers does his now familiar people giving directions bit, the man waking up, and woman undressing. All clucked, heavy, as they should from a performer who knows what and how to deliver.

Finale has the back drop rolling away during girl and male chorus number to show a couple jockeys galloping some good looking nudes on a treadmill. Swell effect, and a heavy applause getter. Second show on Saturday (30), had main floor and half balcony at capacity. Loop.

FOX, K. C.

Kansas City, Oct. 29.

House is treading on dangerous ground currently by setting the three visiting acts with nary a female. But the bill will go to sock and shows just how much can be accomplished when everyone has on his working clothes. Fore and aft platoon of male dancers, the house line (12), peppy as usual, keep it from being a stage affair.

Morey Amsterdam, monologist and cello scraper, is making his second visit to this house. And he can make more. Gator for the past year good but he should forget that no subtle business. Comic works fast and stails with cello biz; eventually he gets to the point where he has a flock of nitery gags powdered-puffed for stage work. As good a single as has hit this house in the last year.

Henry Therrien, an easy-going tenor songster, peddles pops, an opera aria, and a couple of tenor rebels. Smart at the mike and pleases all with his show. Mainly selling manner. Stanley Brothers, acrobatic hoofers, are standard. Act's high comes with its quick finish with fine leaping. Act also includes a drunk bit by one of the boys.

Harlan Christie, m.c., uses three boys from Judy Conrad's band to pantomime to his recitation of a Dan McGrew parody. It's a good idea to utilize these lads but they're going to have to put more punch in the material. Pic is "Ali Baba" and biz at second show Friday was good. Hoyt.

HIPPI, BALTO

Baltimore, Nov. 1.

Continuing its policy of regular vaude instead of the band and last night, Hippie recently the end part of the Hipp this week is using four acts to round out its holdover week of "Stage Door" (RKO). Stafford and Louise, a male member of the duo, open, utilizing a full stage for an attractive set accommodating a male pianist and female vocalist on opposite sides of the stage. The girl in front of a scrim vocalizing by mixed duo, baby-spotted at Mike, forms a nice opening picture. Goes into a ballroom waltz in which she is joined by the male member of singing duo. Following a vocal of tricky arrangement of "I Can't Give You Anything But Love," the team returns to back out tango for a pleasing finish.

Roy Smeek in the deuce, is standard as usual with banjo and steel guitar stuff. Puts over a neat session and plays a variety of their material. In a routine of uses and new material. Marion makes them laugh, especially with his stew stuff, but should assemble some new gags. Audience knows the answers on most of them. Femme foil looks well and contributes a fairish vocal. Fred Sylvester and Nephews close very strong. Hand balancing by Sylvester and two of his three midgets is very punchy throughout, with the closing trick a good sock for a series of well-planned musical stuff is nicely handled. Burn.

Nitory Placements

Connie Drake, Gaietune Country Club, Ottawa.

Roy Campbell Ambassadors, Grey Wolf, Sharon, Pa.

Polly Kernan, Village Brewery, N. Y.

Jack Osterman, Bob and Fleurette Gilbert, Roger Steele Orc, Club Cavalier, N. Y.

Bill Amendt's orchestra, Plaza Road, Palm Springs, Cal.

Barbara Reynolds, acrobatic dancer; the Carters, skaters; Freddy Benard, singer; Stanley Burns, ventriloquist; Eldorado, N. Y.

Pinky Lee, comedian; Georgia Sothen, stripteaser; Mario's Miranda, N. Y.

Martha Perry, singer; French Casino, N. Y.

Vivian Hall, singer; Queen Mary, N. Y.

The Great Maurice, Coq Rouge, N. Y.

UNIT REVIEWS

MIDNIGHT SERENADE

(CAPITOL, ATLANTA)

Atlanta, Oct. 31.

Ross Russell has another pleaser in this unit. Worthy of note is the lighting, Russell being an expert in this phase of staging. Show opens with blacked out house and stage while a gong peals 12 strokes over the p.a. sys. em. Band strikes up "Satan Takes a Holiday" and the Lee Sisters, Trudye and Norma, invisible except for gerie skeletons outlined in radium paint on costumes, do a clever dance to "Posin'".

Billed as the Three Steps, Billy Churchill, Kay Moore and Ray Gainther, offer an adagio turn to "Song of Love" and "Venetian Waters." Leads are slight fluffs and do a job of tossing the girl. Churchill, takes time out from his duties as pianist to pick up the act. "The Byside" (Robert) Plato gives the Cap customers a smooth act. Assisted by his wife, Jewel, he offers stock magic with hankies and umbrellas, plus changing a schooner or cometi into water containing goldfish. Also does the birdcage trick. Magician finally does the cigarette, cigar, pipe routine.

Soft shoe number to "Do You Have Any Castles?" by the Lee Sisters in gowns, is next. Girls hoist their dresses in front of faces and reveal a black mammy figures sewed on beneath, long black stockings providing legs for figure and they do a dance to "Nashua" and "The Byside." Black face act by Carl Mason and Willard Johnson follows. Pair sing "Bringing Home the Bacon," "The Byside" and "The Byside." Stanley companion, and Johnson does a tambores specialty. Blackface stuff, with its Dixie minstrelsy flavor, is a little out of place. The act is then joined by Plato in an "expose" of the interchanging bottle and glass trick, injecting comedy. Johnson botched the trick on show caught, which won additional titters.

Gainther and Moore return for a shishman number to "South Street Strut" and finish with a challenge dance to "Nashua" and "The Byside." Some floor spinning and boy doing backward flips. Closing spot is occupied by Cliff Jordan and Wife, Ethel. Gals do a "The Byside" trick juggler, while the missus plays a piano accompaniment. Trudye Lee finishes as m.c., bringing on each act at the end of the show. The show is a Heroes' (RKO) and biz overflow at opener Sunday. Luck.

PLAY GIRLS

(ORPHEUM, MPLS)

Minneapolis, Nov. 1.

This inexpressively contrived and uninspired "Play Girls" revue, which has been designed for the smaller situations. Its principal item of cost and its only claim to distinction is a line of 24 girls, double the number of the "What sizes are you?" otherwise economical budget mitigates against the attraction impressing the natives by its big cast because of the quantity instead of quality throughout.

Absence of comedy, names, class, flash and sufficient talent might be offset to some extent by the more showmanship in presentation. Addition of an m.c. to help speed and pep up the proceedings and inject laughs is a crying need. As it is, the show runs off in drab and colorless fashion.

Girls comprise a fair dancing chorus. Their routines intersperse specialized "several" with merit consideration. A few mild stunts are made at production in one or two numbers, but the costuming and scenery reflect economy. Just two of the acts try for laughs and their efforts are not conspicuously successful.

Howard and Jack Talley are a singing and dancing comedy pair with the former impersonating a small girl. Sylvia and Clemence, two young women, combine dancing and singing. Several of the girls, stunts, such as the airplane ride, are deservedly provocative of applause. Dorothy Martin Foursome, girl and three men, perform a thrilling act (feats, Marcella Shearer is a good-looking singer, and Jerry Coe's seven-piece Latin-American band plays hot music while Jerry does a bit of step).

Fortunately the screen has "Life Begins in College." A fair house at the late afternoon show caught. Aces

GRAND PHILLY, LIGHTS

Philadelphia, Nov. 2.

Nixon's Grand, which failed to open this season after a meeting of the board, will be relighted Nov. 12 by Harry Slatko. Latter was manager of the house last year under the ownership of Sam Stiefel and also managed Stiefel's Lincoln theatre before that.

Same policy as last season will be used; colored vaude, with names and name bands, plus pix.

Nitory Reviews

CRYSTAL GARDEN

(Ritz-Carlton, N. Y.)

This class room is one of the saddest spots on the nitery map because of a circumstance perhaps beyond control. Housed in the Ritz-Carlton hotel, it must be that the Ritz aura is a scarer-away because, otherwise, the room has everything for appeal.

If the show's the thing, as always is either in the theatre or in the cafes, there's no quarrel there. Jack Holland and June Hart are an ultra ballroom team who have found favor with the smartest capitals here and abroad. Hildegarde is a favo London cafe chanteuse, ideal for this environment. Rudolf Friml, Jr., heading his own band, brings in the force second generation of a famous name and, what's more, satisfies with his immediate take in hand-dancing. Ralph Rogers and his Latin trio are good enough for the Waldorf and equally OK here.

So, on paper, and in actuality, it's as smart an array of divinement as could be desired, classy enough for this class room, but biz just ain't there.

Dinners are all right but the supper biz, always the gravy, has yet to get into the act. It's a new phenomenon, because the same thing applied last year when an elaborate Clifford C. Fischer revue came in and the Ritz still was just OK for dinner and n.g. for supper, when those covert charges count.

Actually the tariffs are not excessive, and eclipsed by some of the more success of and modest spots where the management really puts it on. So the Ritz and the trade must conclude that it's the Ritz billing that's the problem. It behooves them to essay a campaign to wear back some interest in the economic equation and that's no cinch 1-2-3. Abel.

BILL'S GAY 90'S

(NEW YORK)

Charles King, musical comedy and screen star ("Little Nellie Kelly," "Hit the Deck," the original "Broadway Melody," etc.), is the latest on the comedy trail, again in Bill's Stee's Gay Nineties, where John, Edie, Leonard, Yvette Ruhl, Benny Fields, et al., regained showmanly attention and into important avenues beyond this East 54th st. institution.

King, still the perennial juvenile, whams 'em with his Chohanese manner and songs, not forgetting the "Hit the Deck" and "Broadway Melody" standards. King heads up a smart minstrel show which Jerry White and Sammy Ward have arranged. What is the guiding musical genius of the 90's with his arrangements and his own style of vocalizing, being one of the original "Hit the Deck" stars.

Marguerite Padula, vaude headliner of yesterday and a feature of "Hit the Deck," is another in the come-back category, featuring "Hallelujah," "The Byside," "The Byside," Paul Davin, Fred Bishop, Roy Madison, Bill (Spike) Harrison, Henry LaMar and Ethel Gilbert round out the Hardey stock company at the Gay 90's.

Miss Gilbert's forte is Bertiniana, and she wallows 'em, as does Rudy Madison tending the "New Moon" excursions. Concluding the act, Conknoresque pianology; Paul Davin's crack vocalizing, Fred Bishop, et al.

Nitery remain a nitery which, bolstered by a basically sturdy idea, has mellowed into an institution of no small significance in the N. Y. scene. Abel.

SERT ROOM

(WALDORF-ASTORIA, N. Y.)

Leo Reisman and his crackling dandipation head a smart floor show at the ultra Sert Room of the Waldorf, with Eve Symington, the Hartmans and Xavier Cugat and his rhumba band, orchestra and band (bad on those waltzer, either) rounding out one of the costliest and brightest divertissements for any class room of its size and type. It's for that reason the act and the convert must be in effect, and when Edgar Bergen, who's pencilled in for a return at this, a former fave spot, opens the convert may hit to \$2.50.

Reisman brings back all the color and allure of the old Central Park Casino with his corking dance music. Reisman, who has been seen in his shading, getting the tempos down very pianissimo, but never affecting his dance rhythms, and then expanding the volume without getting too black. Concluding the act, the exacting standards of a spot like the Waldorf, Reisman's showman on the podium is noteworthy.

Evening, premiere chanteuse, is an extraordinary evolution in the N. Y. nitery scene, in that she's survived the socialite songstress cycle. Three or four years ago

the blueblood blusters came upon the nocturnal horizon, and all have fallen by the wayside save Miss Symington and one other (at a competitive hotel currently), but the Waldorf's canary really rates as nitery 'n'.

The daughter of Senator Wadsworth, Miss Symington is possessed of a contralto voice and a drawing-room manner that commend her as a bit of a novelty to the peasants and a special draw to the cognoscent.

The Hartmans are in a class by themselves with their hote ballroomology. Interspersed with that terrible "mood" that Paul Hartman essays. Both are expert strikers and yet don't broaden their horum too much.

Curat's manner of giving out the Latin and Viennese tempos is best measured by his perennial stay here. Incidentally, Curat, who is quite a caricaturist, d'd the panels of a new room in the Waldorf. It's a lounge with a small bar, and a small bar with a tiny small combo, the Abbotts, and Raphael and his concertine, holding forth. Abel.

GLASS HAT, N. Y.

(BELMONT PLAZA HOTEL)

Belmont Plaza on Lexington avenue, the Montclair, is now a Ralph Hitz hotel, and when Hitz sieps in, things begin to happen. First of these t. to h. was the Glass Hat, re-claimed from a nondescript street-level room which has been given an interesting decor, an extraordinarily large bar and a snappy floor show headed by Ethel Shutta. This, the more success of and modest spots where the management really puts it on. So the Ritz and the trade must conclude that it's the Ritz billing that's the problem. It behooves them to essay a campaign to wear back some interest in the economic equation and that's no cinch 1-2-3. Abel.

Miss Shutta, stage, mike and screen standard, is a tophote café attraction, selling her special lyrics handily, although it's not always so. To sidestep an occasional pop or an excerpt from "Whoopie," one of her better known shows. "Radio Frank" Bessinger, shifted from Hitz's New Yorker, is the m.c. and the only act in the act of a strong combo of singing waiters (colored), billed as the Belmont Bala-deers.

The Bachelors do novelty quartet numbers in the sophisticated manner. Bob Rice, Bob Berger and Jack Gifford, of the foursome, are alumni of George Olsen's original band, and, following the original band, Olsen was in the same bandshow, it's a reunion on Lexington avenue. The Bachelors have a nice style and an engaging address, although the large size of the room, they might attune the tempo to the environment and get away from the ultra lyrics, which were all right under the large size of the Hotel Savoy-Palace, for example.

Vpl Olman and his smart dance band give out for the temps and more than sustain their end of it. Room has enough size for many over, which is essential, considering the show nut. Abel.

LEON & EDDIE'S, N. Y.

"Walt Stret" downtown or not, this Walt Stret is a cut of the same cloth of a national institution and, catering as it does to a transient patronage from all parts of the country, Leon & Eddie's is something of a "must" stop for the visitors.

Eddie Davis with his saucy songs has a special allure for the hinterlanders, and for the regulars, he and Leon are a good thing to see. How to mix it up, ranging from the show to the service.

Iris Adrian, a returner here, has developed into quite a comedienne. Leon & Eddie's is a good thing to see and Davis is a highlight. Royal Duo, whirlwind skaters, creak on their rollers. Haines, Tate and Simpson are other hold-overs with their Harlequinade skating. Agnes Dwyer, J. M. Burnett, Billie Walt, Alfredo and Dolores, Mary Burton and James Connors, m.c.'s, an assurance of specialists, coochies, etc. Will, never a dull moment. Abel.

LE MIRAGE, N. Y.

Frank Cerutti's East 54th street theatre again has the Yanyego Voodoo Dancers back, but only flashes them for the supper shows. Dinner show is okay; the midnight performance, Harlequinade. In itself, this class bill is a novelty.

Another is Rafaela Diaz, singer from the Met opera, doing all right on a cafe floor. Reed Lawton is another vocalist, more vague. Diaz and Lawton do an "Alphonse-Gaston in the Met" show, which is the show. They're in on percentage, as a unit, having a following of their own, and they, in turn, supply the show. The show is a good thing to see and Davis is a highlight. Royal Duo, whirlwind skaters, creak on their rollers. Haines, Tate and Simpson are other hold-overs with their Harlequinade skating. Agnes Dwyer, J. M. Burnett, Billie Walt, Alfredo and Dolores, Mary Burton and James Connors, m.c.'s, an assurance of specialists, coochies, etc. Will, never a dull moment. Abel.

Chief in support is Rajah Roboid, vaude veteran, doing a highly effective life act for the new crowd in his style. Harry Horton's band, rumba combo; Betty Carter, tapster, and John Beck round it out. Abel.

Rotary Stock Wheel of 20 Weeks Planned for New York and Chicago

It is proposed to establish a rotary stock wheel which will provide at least 20 weeks playing, mostly in the New York area and around Chicago. Plan is outlined by Jules Leventhal, most active stock operator in the East. Showman has been planning to and from the midwestern metropolis on deals that are expected to make five theatres available there.

During the summer the Leventhal interests had five eastern stands for the rotating shows. Houses were in New York, Portchester, N. Y.; Brooklyn, N. Y.; Philadelphia and Brighton Beach, N. Y. Latter spot is now closed. Some houses had been operating in the red but the lessees resumed possession after the Leventhal shows proved the spots could be made to pay.

Under the rules of rotating stock, each show must play each stand twice or stick for two weeks. With five theatres in each section the 20 week season would apply. It was proposed to include Coast territory but that is regarded as impractical because of the distances. So far it has been more of a problem getting attractions than houses.

'Lights' Big Pop Take

Most successful of the stock showing this season is 'Behind Red Lights', now in its fourth week in Werba's Brooklyn. At \$1.10 top the meller got \$9,000 the first week and \$5,000 last week. Fact that the theatre formerly had burlesque is figured in the draw of 'Lights'. Show was presented on Broadway last season and it was the intention of Jack Curtis to tour it. Matter of disposing of the stock rights to Leventhal is now being contested by the estate of the late Samuel Shipman and Beth Brown, the authors.

Erlanger's is the rotary stock spot in Philly. An arrangement has been made with Leventhal to temporarily withdraw stock to permit the debut there of 'Four Cents a Word.' Several houses were razed there last season and currently there is a theatre shortage for the new season's try-outs.

Forster's Swollen Leg Forces Him Out in Pitt

Pittsburgh, Nov. 2.

Laid low with a swollen vein in his leg, Rudolf Forster, lead in 'Tovarich', was forced out of the cast here at the Nixon Friday (29), and his understudy, Bran Nosen, stepped into the role opposite Marta Abba. Nosen, who otherwise has a bit in the show, also continued for two Saturday performances.

Physicians were seriously concerned with Forster's ailment over weekend and indications were that Nosen would likely continue in the part for some time. Couple of newspapermen happened to be in audience here Friday and came away to write some glowing notices about the understudy's performance.

New WPA Show for Chi; Negro Unit's 'White Fog'

Peoria, Nov. 2.

Federal theatre here is readying two pieces for immediate production. First will be Eugene O'Neill's 'Ah! Wilderness', which will be followed by 'Criminal-Minded', dramatised from Edgar Wallace by Guthrie McClintic. Latter show will hit the road in the vicinity of Peoria.

Idea of Federal theatre negro unit production of Eugene O'Neill's 'The Hairy Ape' has been shelved, and 'The Big White Fog' put into rehearsal.

'The Big White Fog' is new piece written by Theodore Ward, member of negro unit, and is based on Marcus Garvey's attempt to get American negroes to establish nationalistic empire in Africa. Kay Ewing will direct.

-ED RELKIN BANKRUPT

Edwin A. Relkin, manager for Maurice Schwartz's 'Fiddler on the Roof', N. Y., filed a voluntary petition in bankruptcy Thursday (28) in federal court, N. Y., listing his liabilities at \$2,278. No assets.

Among creditors are Liveright Publishing Co., \$75, for merchandise; and Moss Hirsch, \$120, for professional services.

Salesmanship

Charlie Washburn, George Abbott p.a., last week received a telegram of inquiry from Paramount regarding pic rights on his 'All Editions', unsuccessful production of last season. 'Is \$1,000 too much?' Washburn wired back. No answer as yet.

TMAT WINS B. O. TAKEOVER MOVE

Theatrical Managers, Agents and Treasurers' union has won its first move to place its ticket seller members in the box offices of exhibitions and attractions not strictly theatrical. Plan to picket Grand Central Palace, N. Y., where the automobile show is spotted, was called off at the last minute. Compromise was effected and two TMAT treasurers replaced men placed in the ticket booths by the Burns detective agency, which staffs the Palace.

Understood that William Collins, American Federation of Labor representative in New York, intervened, either at the request of the union or the agency. When TMAT first approached the Burns office the answer was a definite no. But when it was learned that picketing was slated, the agency changed its attitude, figuring it might become involved in a union fight.

As the situation now stands there are three Burns men selling tickets at the Palace, in addition to the TMAT men. Agreement was that if more are engaged there is to be a 50-50 employment split. Negotiations will be carried on whereby the Palace and other exhibition and sports spots will eventually engage only TMAT people.

Union has taken the position that its coverage includes all places of admission, although it has not entered the low admission field.

4th 'Night of Stars' Nov. 17

Fourth annual 'Night of Stars' benefit show, in aid of the United Palestine Appeal, will be staged in Madison Square Garden, N. Y., Nov. 17. With Louis K. Sidney again chairman of the producing committee, program will include name artists in all amusement divisions.

Honorary chairmen are Adolph Zukor, Nicholas M. Schenck, Harry M. Warner, Leo Spitz and Jack Cohn.

2d Dixie Stock

A strictly commercial Little Theatre Group to operate in a suburb of Atlanta has been organized by Rudolph M. Brown.

New stock company will get under way next summer and will be one of the few theatres in the deep south with lone exception of Paul Green's Chapel Hill, N. C. Players, to devote full time to the theatre.

Cleveland, Nov. 2.

Rare case of friendship was demonstrated when the Lunts, at the Hanna last week, learned that Archie Bell, retired drama crick was ill in bed. Hearing that Bell wanted to see play despite doctor's orders to stay under wraps, Alfred Lunt phoned that he was bringing the entire cast out to his house for a special 'Amphitryon 38' performance for him that afternoon.

Ex-crick protested, saying it would be too much trouble and too ex-

'Journeyman' Arbitration Ended; 'Red Lights' Next

Arbitration hearings in the case of the dramatic adaptation rights to Erskine Caldwell's novel, 'Journeyman', were concluded Monday (1) by the American Arbitration Assn. Decision is expected in a few days, although the three judges are allowed 30 days to consider. Judges are Emanuel Eisenberg and Lowell Brentano, picked by the Dramatists' Guild, and Raymond M. Gunnison, advertising exec, selected from the Arbitration Assn. panel.

Dispute is between Alfred Hayes and Leon Alexander, on one hand, and Walter White, on the other. White claims Hayes and Alexander used material from his previous adaptation of the novel in making their authorized dramatization.

Another claim up for arbitration concerns the stock rights to 'Behind Red Lights'. Disputants in that case are Jack Curtis, producer of the play, and Beth Brown and the estate of Sam Shipman, her co-author of the work. Play is currently running at Werba's theatre, Brooklyn. Hearing of the case is scheduled for tomorrow (Thursday).

Organ Effects In 3 N. Y. Legits; Union Steps In

Three Broadway attractions—'The Star Wagon', Empire; 'Many Mansions', Biltmore and 'Angel Island', National—are using organ effects and as a result the musicians union has stepped in with a new regulation. Any attraction using the device which is called the Hammond organ must also engage an orchestra of at least four men, whether music is played or not.

'Mansions' is the first play included in the new requirement. Biltmore is not a contract house and therefore does not usually have men in the pit. Such theatres are required to pay each musician \$75 weekly (scale when men are engaged for the season is \$56 per man) in a dramatic house. Organ player with 'Mansions' is said to be getting \$200 weekly. He is a union member but three other musicians are under pay, the weekly nut for the department being \$475.

Since the premiere, trio of unused men have been sitting out front watching the show, although the management does not require this presence. Show has a cast of 28 persons not including extras, being much more costly to operate than the average drama. Another high cost item is the 23-man stagehand crew. Biltmore does not share in the added musician outlay.

Union did not decide on the pit requirement where musical contrivances are used instead of musicians prior to the booking of 'Island', which is operating with the organ player only. National is not a contract theatre either.

New musician rule does not affect 'Star Wagon' nor the Empire which engages an orchestra regularly. Music between acts there is played on a small mezzanine overlooking the long lobby.

Lunts' Special Performance Of 'Amphitryon' in Crick's Bedroom

travagant a gesture. So instead of taking their company Lunt and Lynn Fontanne themselves went out, set up a miniature stage in his bedroom and dramatized three-fourths of the play for two hours.

Bell thanked them and then apologized, 'I'm only sorry that I can't write a column about this special performance.' Alfred retorted, 'Forget it. We have two scrap-books of your notices accumulated in the last 20 years, when you went to bat for us, and this hardly even the score'

6 Shows Drop Ads in B'klyn 'Eagle' As Result of Newsmen-Pickers

Boomerang

When a costly production with a star name opened upstate in New York recently, the advance agent sent 250-word telegrams proclaiming its triumph. Some drama editors printed the blurb in good faith, learning when the show visited their towns that they had been hoaxed. Inside reports were unfavorable.

Until the burn subsidies that p.a. will steer clear of the territory.

BIG MONEY IN DRAMA SCHOOLS

New school of dramatic art recently announced by A. H. Woods has developed so rapidly that the veteran showman has had little time to devote to 'Censored,' which he scheduled among the season's early presentations. Understood, however, that the play will start readying soon and may open before the holidays.

There are 40 students in the Woods school, cost of tuition being \$500 each for the six-months course. Known that Woods rejected the applications of a dozen or more prospective players on the ground they appeared hopeless prospects. When he started the school Woods said that was the way to develop players for the stage to fill the talent void created by Hollywood.

Other showmen apparently sense it as a means to get coin from the drama school idea as indicated by a report that Lee Shubert, Max Marcin and Antoinette Perry propose a 'post-graduate' school. Idea is to enroll student grads from drama schools and direct them in plays to be presented privately. Of course there would be tuition fees. Such embryos might be used to test some new efforts.

That there is important money in dramatic schools is indicated by the enrollment reported for the Coast school conducted by Mary Pickford and Henry Duffy. Understood that 250 students are listed at \$500, which means \$125,000 in fees.

Buffalo Easy on Legit

Buffalo press continues its open arms to visiting shows, a fact that has upped attendance for virtually every attraction this season and has bolstered the number of bookings. Ethel Barrymore did not appear to be aware of the friendliness of the dailies there and it became known that she refused to pose for pictures or grant interviews during the stay there of 'The Ghost of Yankee Doodle' (Sept. 28-30).

George Lyon, publisher of the Buffalo Times however refused to accept the star's replies as final and telegraphed her at Rochester, N. Y., where the Sidney Howard play debuted. Miss Barrymore consented to make an exception with the proviso that Lyon and not a staff man interviews her.

Times has led the newspapers in the upstate stand in giving visiting shows generous space and instructions, to reviewers to soft pedal on notices of plays they may not like, instead of using the hammer. Result that Buffalo is a press agent's heaven.

Add 'Road' Censoring:

Oklahoma City, Nov. 2.

'Tobacco Road', which created a furor here in January, 1936, when it was expurgated drastically by the board of censors, will play the Shrine auditorium next Saturday (6), again in scissored form.

Mayor Martin says the play will not be permitted to show here unless producers promise to present the same version that was offered in 1936 and which gave audiences an abdominal pain.

Picketing of Broadway legit theatres by Brooklyn Eagle Newspaper Guild strikers has resulted in six shows dropping their ads from that paper. Only shows remaining at this time are John Golden's 'Susan and God' and the Abbey Players' production of 'The Far Off Hills,' under Shubert auspices. WPA productions are also advertised once weekly.

Picketing of the shows which are advertising in the Eagle continued last week, and resulted in the arrest of four strikers on complaint of George A. Nicolai, manager of the Plymouth, on Friday night (29). Those arrested were Arthur Rhoads, Kenneth Johnston, Clarence Greenbaum and Leonard Adler. They were charged with disorderly conduct. They were paroled until Monday (6).

J. J. Shubert witnessed the activities of the pickets and was incensed, ordering House Manager Nicolai to file charges and the wagon backed up. Court advised the pickets that they were hurting their own cause by creating a disturbance since that course might turn the public against them. Pickets, however, returned to the Plymouth, and milled about near the curb interfering with theatre patrons entering cars.

Saturday night the pickets were 10 strong, as they were on Monday, and although uncomplimentary remarks were made anent the show and theatre there were no further arrests. Shubert's lawyer was on hand to observe. Showmen expressed some surprise, that the strikers brought their fight across the river since the Eagle is circulated outside the borough of Manhattan.

Shows which dropped out of the Eagle are 'You Can't Take It With You', 'Women', 'Having a Wonderful Time' and the three George Abbott productions, 'Angel Island', 'Room Service' and 'Brother Rat'.

Current Road Shows

Week of Oct. 31

'Antony and Cleopatra' (Tallulah Bankhead), Cox, Cincinnati;
'Behind Red Lights', Werba, Brooklyn, N. Y.
'Brother Rat', Selwyn, Chicago.
'Brother Rat', Hanna, Cleveland.
'Daddy House', Memorial Aude, Louisville, Ky. (Nov. 1); English, Indianapolis (2-3); Hartman, Columbus, O. (4-6).
'Follies', Coliseum, Evansville, Ind. (1); Aude, Memphis, Tenn. (2); Ruman Aude, Nashville, Tenn. (13); Bijou, Chattanooga, Tenn. (4); Bijou, Knoxville, Tenn. (5); Plaza, Asheville, N. C. (6).
'Ghost of Yankee Doodle' (Ethel Barrymore-Dudley Digges), Wilbur, Boston.
'Hoary for What' (Ed Wynn), Colonial, Boston.
'Leaning on Letty' (Charlotte Greenwood), Nixon, Pittsburgh.
'Madam Bovary', Chestnut St., Philadelphia, Pa.
'Monte Carlo Ballet', Opera House, Boston.
'Room Service', Copley, Boston.
'Room Service', Savoy, San Diego, Cal. (31-1); Aude, Riverside, Cal. (2); Lobero, Santa Barbara, Cal. (3-4); New Civic Aude, Fresno, Fresno, Cal. (5); New Aude, San Jose, Cal. (6).
'Richard III' (Maurice Evans), Exchange, Buffalo, N. Y. (1-3); Masonic Aude, Rochester, N. Y. (5-6).
'Show of Shows', Aude, Brownwood, Tex. (2); Texan, San Angelo, Tex. (3); City Aude, Big Springs, Tex. (4); Majestic, Ft. Worth, Tex. (5); Aude, Amarillo, Tex. (6).
'Stage Door', Shubert, Boston.
'Tovarich', National, Washington, D. C.
'Tovarich', Munny Aude, Kansas City, Mo. (1-2); Paramount, Omaha, Neb. (3); Shrine Aude, Des Moines, Ia. (4); Aude, St. Paul, Minn. (5-6).
'Victoria Regina' (Helen Hayes), Forrest, Philadelphia.
'Women', Erlanger, Chicago.
'Yes, My Darling Daughter', Grand Opera House, Chicago, Ill.
'You Can't Take It With You', Harris, Chicago.
'You Can't Take It With You', Plymouth, Boston.
'You Can't Take It With You', Broadway, Springfield, Mass. (1-3); Playhouse, Wilmington, Del. (4-6).
'Young Mr. Disraeli', Maryland, Baltimore.

COHAN PEPS UP ALL B'WAY

U. S. Foray on Delinquent Ticket Agencies Leaves Plenty of Woe; How to Pay Off Those Stiff Raps?

After a year of investigating the sale of theatre tickets sold by Broadway agencies, the brokers were called down to the N. Y. office of the Internal Revenue Department last week and given the bad news. Result of plenty of woe in ticket circles. Amounts assessed those agencies involved was far in excess of expectations, although the government contended right along that it was out for heavy sugar.

Two agencies are reputed to have received bills in excess of \$60,000 each. Another's assessment was over \$30,000, a fourth is asked to pay \$27,000 while other amounts vary down to \$700. Brokers appear to be in the same position as most of the box office treasurers who received assessments on the government's claim that it is entitled to share 50-50 on any gratuities paid them by the agencies.

In both sets of tax claim cases nearly all those assessed do not possess the coin demanded and how collection is to be made, is something of a puzzle. Investigators hint that there may be charges of fraud against four agencies which, upon conviction, would carry prison sentences.

Assessments not only include the actual amounts claimed by the treasury but carry penalties and interest. That accounts for the size of the claims in some instances. Application for abatement of the claims will be made but it is understood the government will exact 25% of the assessments as the minimum to be accepted. Proposals to pay after the amounts are finally arrived at will probably cover a considerable period of time since the orders from Washington appear to be to get the coin in any manner.

The investigation has been conducted by Samuel Litwin and William Nolan, special agents assigned to the cases from Washington. They supersede the local federal tax department, which has had no hand in the proceedings. It is charged that the procedure is along the lines of "star chamber" and that the assessments were made in arbitrary fashion. Auditors, however, have been going over the books of the agencies for months and their figures are the basis of the claims. Latter even include a percentage of money charged for the delivery of tickets.

Litwin and Nolan, however, are said to have agreed with the ticket men that there are quirks in the regulations which are neither equitable nor practical, and they are expected to recommend certain changes. The agents also told the ticket men that the admissions tax law appeared to be unfair, but that they are ordered to follow the statutes to the letter.

The assessments have nothing to do with the misdemeanor charges against brokers for failure to stamp the price received for tickets. Fines of \$100 for each ticket not stamped added to the burn of all brokers, since the amount is the limit and the court indicated it would double the fine by imposing the nickel, not only on the agency but the clerk who actually sets the tickets. Fact that the seller might forget to stamp the sales, especially when busy, was not taken into account.

It is expected that the assessments against box office men will be legally tested, but as yet no move has been made in that direction. Treasurers say they could start no action until the assessments were actually made.

The three largest agencies—McBride's, Leblang-Postal, and Tyson & Co.—have not figured in the government's ticket claims. Amount of tax paid monthly on sales by them apparently did not vary from the same periods during several seasons, whereas the slight amounts assessed in by most other brokers aroused suspicion, regardless of the dullness of some months during the year.

Dramatist Bites Crick

Richard Watts, Jr., who was a pushover for all of Maxwell Anderson's plays last season, took one on the chin from the playwright yesterday (2). Watts didn't go for the Surrey Players' production of "As You Like It" and rapped the show in his review.

Result was that the usual display ads in the dailies with quotes from criticisms was led off by Anderson, who stated that it was, "So far and away the best play of the season, that I think Richard Watts must be insane."

CHORUS EQUITY PLANS DRIVE

Postponed meeting of Chorus Equity, called off the first slated time because of failure of a quorum of 25 to appear, was held last Friday (29) at the Center hotel, N. Y. Session did not develop any unusual proposals from the floor and was a routine proceeding. Chorines who had stated they had no chance to talk at the annual meeting because so much time was used in making reports, apparently lost interest in the idea.

Dorothy Bryant, retiring as executive secretary, was given a tribute for her long service on behalf of the Chorus organization. Edith L. Christianson, her successor, spoke of making a clean sweep, which did not appear to be indicative of her course. She said, however, a campaign would be started immediately to organize the night club and picture presentation house ensembles.

About 50 members were present.

TAX TANGLE STYMIES ERLANGER, ATLANTA

Atlanta, Nov. 2. W. F. Winecoff, lessee of Erlanger theatre, dock many months, has booked "Ziegfeld Follies" road company for showing at the house Nov. 19-20. House, however, is in middle of tax tangle, with the city claiming possession and jurisdiction, but Winecoff retaining keys to the doors. Theatre, ostensibly, has been in hands of city since Oct. 2 on a tax deed and all rentals of offices and such in building since that date have accrued to city.

Tax committee last week rejected a proposal to settle \$34,000 in back taxes for \$9,000 and instructed Riley F. Elder, municipal revenue collector, to negotiate for rental of theatre on lease. O. M. Pettit, of Clinton, Iowa, had made the city a tentative offer to rent the house on a long-term lease with view to making it a pic house. Reported he offered \$250 per week and city was disposed to accept.

Councilman Frank Wilson, chairman of the tax committee, and Collector Elder declared any negotiations for "Follies" to play the Erlanger must be taken up with tax committee. They have not, as yet, been approached. In meantime, Winecoff is going ahead with his plans.

Dulzell III

Paul Dulzell executive secretary-treasurer of Equity was stricken with influenza Tuesday. Unable to attend the council session and will probably be absent for several weeks.

TURNAWAYS AID OTHER SHOWS

Even the Lunts' Brilliant Premiere of 'Amphytrion' Eclipsed by the New Deal Satirical Musical—Other Shows Pacing Nicely

67G 'RIGHT' ADVANCE

Broadway ticket agencies early this week credited the unparalleled interest in "T'd Rather Be Right," which opened last (Tuesday) night at the Alvin, with pepping up business. Tickets are so scarce for the new musical that the increasing number of theatre-minded patrons are buying for other attractions.

There is little doubt but that "Right" will overshadow the new season's field. That was indicated in other directions additional to the demand for "Right" tickets. Case in point was the premiere Monday (1) of "Amphytrion '37" also heralded. It was warmly greeted, but the main event of the week was the Sam H. Harris-George M. Cohan show.

Grosses drawn by "Right" in Boston and Baltimore are indicative of the show's strength and, regardless of how the critics rate it, the show is set in advance. It will surely top Broadway this week. Take will be \$28,000 in seven performances unless some parties were sold at a rate under the b.o. scale. Normal gross will approximate \$32,000 weekly.

Advance sale of the Sam H. Harris-George M. Cohan musical totaled \$67,000 by Monday (1) evening.

(Continued on page 57)

Elmer Harris' Scripts For Shuberts; Others

Elmer Harris has finished a musical adaptation of "The Romantic Lady" for the Shuberts. He is also working on other adaptations for the Shuberts.

Harris also has a new play titled "The Inner Silence," which will probably be directed by Harry Wagstaff Gribble when deal is set. Previous interest expressed by D. A. Doran some time ago in the play which was to have included Tamara and Kenneth McKenna, but backing fell through.

FEUDIN' P. A.'S

Pilots for Road Stars Jealous of Their B. O.

Something in the line of feuds was started between two press agents with touring attractions, when Sam Weller sent out a release that Maurice Evans in "King Richard II" grossed \$40,000 at the Boston Opera House, thereby topping the gross records of Katharine Cornell, Helen Hayes, the Lunts and John Gielgud attractions in that stand. Authentic figures are that "Victoria Regina" with Miss Hayes got \$29,000, while the takings for "Richard" totaled \$36,933. (Variety estimate was \$22,000).

Bill Fields, in advance of "Regina," dispatched an offer from Harry Essex, company manager of the show, to bet Weller \$200 that the Hayes show gross would top "Richard" in any or all stands that both attractions played the same theatre and at the same scale, "wage maver" to go for each such engagement. Pointed out that Miss Hayes never played the large capacity opera house in Boston.

Record for a dramatic attraction in Boston is claimed to have been set last season, with several star attractions in close contending position.

Late Ray Henderson, when in advance of Katharine Cornell attractions, zealously checked claims of grosses of other attractions and several times got his figures in the press contrary to other show's figures.

Equity Ends Rehearsal Pay Refunds and Moves to Shorten Probation Period; Other Changes

\$100 Ducats

In former days the demand for first night "Follies" or "Scandals" tickets, was reputed to have placed a price of \$100 each on such pasteboards. That rate or more is said to have been offered for premiere tickets to "T'd Rather Be Right," which opened at the Alvin last night (2).

Perhaps the tops in offers came from an automobile man who offered a new \$750 car for six first night tickets. Box office had to say no dice, whether the guy meant it or not.

Last week's Equity council meetings adopted several resolutions concerning actors' pay and expense money for rehearsals. In addition, it declined to accept the resignation of Paul Dulzell, executive secretary-treasurer, who is designated to take over the duties of Frank Gillmore upon his assuming the direction of the Four A's.

Dulzell requested two weeks to reconsider his formal withdrawal, which is dated for Jan. 1. His personal reaction was that he was placed into the position of being forced to quit, if not deciding to withdraw the resignation. Early this week Dulzell stated he had not changed his attitude.

Opposition in Equity is now to Dulzell and that source reports he seeks a salary raise and an assistant upon assuming the president's duties. However, it is known that when it was proposed to ask Mrs. Emily Holt to return to Equity in that position, he saw no reason for such assistance, qualifying that by adding that if an aide was appointed it should be from the Equity ranks.

While last week's resolutions were adopted, they are not in final form and were referred to the executive committee for consideration and also the legal department. New rules will become effective at one time because co-relative. One new regulation will provide that no rehearsal coin shall be refunded under any conditions. Former rule was that when any show did not play more than one week (eight performances) the manager was permitted to deduct two weeks' rehearsal pay (usually \$40) from the second week's salary.

It was claimed that the rehearsal rule did not work out the way intended since the player benefited if the show clicked or played more than one week, while the casts in quick drops got no benefit whatever because of the allowed deduction. Also claimed that the higher salaried people always got the rehearsal pay break, although they didn't need it.

Another rule which will become operative soon too lowers the probationary period. For dramatic shows five days are permitted at the end of which the manager must decide whether the player shall be engaged. Present rule placed the probationary period at seven days. For musical shows the period is dropped from 10 days to seven.

Claimed that directors were not advising people one way or another until the last minute, although aware that replacements were sought. Changed rule does not mean that rehearsal pay will start from the sixth day on but such provision may be decided on. Rule calls for such coin to apply the second, third and fourth weeks.

Another resolution provides that stage managers shall receive full salary from the start of rehearsal or from the time they are called to report by the manager. In support of that rule it was contended that stage managers are required to be virtual aids to the directors.

Dietz-Schwartz 'Devil'; More Road Break-In

Howard Dietz and Arthur Schwartz are refurbishing "Between the Devil and the Shuberts" exact to put it back into rehearsal within 10 days or so. Dietz is doctoring the book himself.

Musical will stay out on the road for more break-in before coming to Broadway.

Kober's New Play

Arthur Kober is east after finishing up his RKU contract.

Will work on a stage play written around a school farm.

4 A'S H'D'Q'TRS; GILLMORE HEAD

Offices of the Associated Actors and Artists of America, known as the Four A's, will be established at 25 West 45th St., N. Y. Although the lease was signed early this week, the quarters will not be ready for occupancy for about three weeks, when Frank Gillmore will move in as the executive director, in addition to being president. Latter office does not call for salary but the directorship calls for \$13,000 yearly. Four A's will be financed by a per capita tax on the membership of the member unions chartered by it. Tax is now \$25 per capita, but will probably be raised.

Reports that Kenneth Thomson would become the executive head of the Four A's were printed on the Coast, yarn saying that Gillmore would resign the post for various reasons. Thomson, in telephone talks to New York, declared he was at a loss over the inspiration of such reports. He told Gillmore that he was embarrassed at being placed in such a position. Gillmore has a contract covering the five-year period.

Thomson, executive secretary of the Screen Actors Guild, is slated to arrive in New York Friday (5) with Lawrence Bielsens, Guild's attorney. Stated their mission has to do with the SAG branch here, but is likely there will be some Four A's parleys to complete the setup of the organization which controls the actor-artist unions.

CHAPPELL GOING AHEAD WITH 'MIRACLE' SHOW

Delos Chappell, dilettante showman of Denver and New York, changed his mind and, after abandoning "Father Malachy's Miracle," placed the show in rehearsal again. Action followed a run throughout the play which was witnessed by other managerial interests who appeared ready to take over the property.

Understood that his wife, professionally known as Edna James, insisted on Chappell making the presentation. Mrs. Chappell, who is a Colorado socialite has joined with him in various stage activities, particularly at Central City, ghost mining town near Denver. Events there are principally patronized by the Denver elite.

New contracts were issued to the cast which had already been paid two weeks salaries, so that the minimum they can receive will be four weeks plus rehearsal money. Under Equity rules the producer has the right to rehearse another four weeks but "Miracle" will be ready for presentation about the middle of the month and will probably open on Broadway without trying out as first intended.

Cohan Peps Broadway

(Continued from page 55)

ning. That does not include the buy to the agencies and sets a new mark for money received for any show prior to opening.

The ticket buy extends for 12 weeks and brokers are permitted to return whatever, deal calling for 478 seats nightly. Tickets for any fair location at Alvin are bringing \$11 each, not high considering the fact that tickets for only five performances during the first two weeks were allotted the agencies. They received none for the first two nights and theatre parties bought the house for the other performances from which the brokers were shut out. Regular nightly top is \$4.40, with the premiere performance priced at \$5.50.

Early this week over 7,000 mail orders had been disposed of and about 4,000 returned for reasons—either because blocks of tickets were sought or "diggers" were suspected. Staff handling mail orders has been working 17 hours a day. Unusual preparations were made to protect first-nighters from a horde of the curious and autograph pests. Few cops could be secured because of election, the men being assigned to cover nearby Broadway. Show management engaged 10 guards from the Madison Square Garden staff to help the regular bluecoats.

Automobile show appears to have accounted for upped grosses last week, the list with few exceptions improving as much as 10%. Leaders of the new shows, 'Susie and God' and 'The Star Wagon', are fixed as sure things, while the holdovers give no sign of moving out.

'Angel Island' drew around \$7,000 its first full week at the National. Only fair gross, aided by three theatre parties. 'Many Mansions', which opened last midweek at the Biltmore, drew a disappointing press, but the play stirred interest.

Four shows are listed this week and three next week, including a revival: 'Young Mr. Disraeli', Fulton; 'Places Please', Golden; 'Anthony and Cleopatra', Mansfield, also carded something called 'Youth', due into the tiny Chanin auditorium.

Estimates for Last Week

'Amphitryon 38' Shubert (1st week) (C-1,387-\$3.30). Presented by the Theatre Guild; adapted from French by S. M. Storer; a natural on out of town showings; opened Monday.

'Angel Island', National (33rd week) (C-1,164-\$3.30). Around \$7,000; fair money; three theatre parties figure in takings and another trio are dated this week; matinee lit.

'Babes In Arms', Majestic (30th week) (M-1,752-\$3.30). Better foot than at Shubert; with no musical opposition gross went to \$18,000 and advance sale building.

'Brother Rat', Hudson (47th week) (C-1,097-\$3.30). Approaching year run mark and now expected to last well into winter period; averaging around \$7,500; moves to another house in two weeks to make way for 'Too Many Heroes'.

'French Without Tears', Miller (8th week) (C-944-\$3.30). Class draw comedy held to improved pace and approximated \$10,000 mark.

'George and Margaret', Morosco (7th week) (C-961-\$3.30). Another English import; perked up; was quoted around \$10,000.

'Golden Boy', Belasco (1st week) (D-1,000-\$3.30). Presented by the Group Theatre; written by Clifford Odets; also known as 'The Manly Art' and 'Golden Gloves'; opens Thursday (4).

'Having Wonderful Time', Lyceum (37th week) (C-961-\$3.30). Moved up with field last week with takings close to \$9,000; indicated good chance to first of year.

'I'd Rather Be Right', Alvin (1st week) (M-1,355-\$4.40). Presented by Sam H. Harris; book written by George S. Kaufman and Moss Hart; score by Richard Rodgers and Lorenz Hart; smash by all indications; opened Tuesday.

'Lady Has a Heart', Longacre (6th week) (C-1,919-\$3.30). Going along to even break or slightly better; good in cut rates late in week; over \$6,000 estimated.

'Many Mansions', Biltmore (2nd week) (D-990-\$3.30). One of the front mid-week; drew tepid press although credited with good idea; better line this week.

'Room Service', Cort (25th week) (C-1,059-\$3.30). One of the front running holdover laugh shows that gives no sign of tapering; \$16,000.

'Susie and God', Plymouth (5th week) (CD-1,036-\$3.30). Stoodees nearly all perked up; good sock draw which again counted \$21,000 takings on the week.

'The Star Wagon', Empire (6th week) (CD-1,096-\$3.30). Look in for real run to date; good sock capacity through week and gross close to \$17,500.

'The Women', Barrymore (45th

week) (C-1,048-\$3.30). Fall pace surprised show circles; few grosses have topped the holdover which showed go through second season; close to \$17,500.

'To Quit and Back', Guild (5th week) (D-914-\$3.30). Saturday ends subscription period; may play bit longer but business has not improved; \$11,000 estimated.

'Tobacco', Forrest (204th week) (C-1,107-\$1.65). Run is amazing in light of road showings; pop sale helps draw weekend visitors; gross over \$6,000 is plenty for this one.

'Yes, My Darling Daughter', Playhouse (38th week) (C-878-\$3.30). One of the holdover laugh shows that took on first of year or longer; got \$10,500 last week; moves to Vanderbilt in three weeks to make way for 'Merely Murder'.

'You Can't Take It With You', Booth (47th week) (C-708-\$3.30). Edge on ticket demand among holdovers claimed by this smash which generally stands 'em up and grosses \$15,000.

Revsivals

Abbey Players, Ambassador; Dublin troupe again extends 'The Farinelli'; now slated until Nov. 13; around \$10,000.

'Julius Caesar', Mercury (formerly Comedy); opens Saturday (6).

'As You Like It', Ritz; was summer stock production.

'The Fireman's Flame', American Music Hall; old type meller; beer; booze.

WPA

'Processional', Elliott; big at 83 cents top.

'A Hero Was Born', Adelphi; weak. O'Neill playlets with colored casts; Lafayette, Harlem.

'CAN'T', 'DOOR' HUB'S PACERS

Boston, Nov. 2.

'Can't Take It With You' ran neck and neck with 'Stage Door' here last week, when the legit field suffered a slump due to rain and lack of big football games.

'Take It With You' in its ninth stanza, has held up remarkably ever since opening, while 'Stage Door', Joan Bennett starrer, now in its final (3d) frame, has attracted only moderate grosses. 'Room Service' is pacing along fairly well, although handicapped by its location in an uptown house (Copley), long a linx.

'Hooray for What?', bringing him back to the musical stage after a long lapse, and Ethel Barrymore, co-starring with 'Duney' Legges, opened in 'Glow of Yankee Doodle' at the newly renovated Wilbur.

New entries give the Hub five shows, with the Opera House taking the Ballet Russe tonight (2) for seven performances.

Estimates for Last Week

'Can't Take It With You' (Plymouth) (\$2.50) (8th week). Like all other legit stands, took a cut in the take last week but showed good stamina at \$13,000.

'Stage Door' (Shubert) (\$2.75) (2nd week). Doing so-so, biz, as indicated by \$11,500 for second frame. One more week.

'Room Service' (Copley) (\$2.50) (4th week). Will probably not approach the long-distance runs of previous George Abbott shows. Around \$7,500 for fourth frame.

'RIGHT' \$29,300, BALTO; 'DISRAELI' ADVANCE OK

Baltimore, Nov. 2.

Playing to more customers and grossing more money at \$3,300 last week, independently booked by the town's other legit house, the Maryland, 'Right This Way', featuring Joe Lewis and Tamara, to screen here Nov. 8. Charlotte Greenwood, in 'Leaning on Jetty', is booked for Nov. 25, followed by Helen Hayes' 'Victoria Regina' Nov. 29 and 'Stage Door' Nov. 6, all promising.

'Amphitryon 38', Hanna (1,435; \$2.50). Like shock of adrenalin, Lunt and Fontaine banged up biz to an elegant \$21,000.

ENGAGEMENTS

Francis Pierlot, Elspeth Eric, Shirley Booth, Elsie Franklin, Dick Kane, 'The Housemaster'.

Leslie Bingham, Phoebe Foster, Miriam Hopkins, 'Wine of Choice', Wallace Ford, 'Off Mine and Men', Bert Frooman, 'Cross My Heart', Stanley Wood, Jack Tyler, Elaine Temple, Sandra Stanton, Henry Lascoe, 'Four Cents a Word'.

Sam Custer, 'Professional'. Donald Dillaway, Ruth Abbott, Wilfred Henry, Rosalie Norman, Claire Devine, 'Places Please', Whitford Kane, 'Robin Landing', Effie Shannon, J. M. Kerrigan, Frederick Graham, 'Ba'chester Towers'.

Doll's House' \$4,800 One Time, 'Follies' 5G, L'ville

Louisville, Nov. 2.

Local roadshow season opened with three performances of 'Ziegfeld Follies' last Friday and Saturday (29-30) at Memorial Auditorium. Takings were fair, \$5,000. Prices ranged from \$3.30 to \$12.50. Show has been out two weeks, and is routed to Evansville, Memphis, Nashville, and southern territory following local engagement.

Ibsen's 'A Doll's House', with four-star cast, played one performance at Memorial aude Monday (1), grossing a fine \$4,800. Had a large mail order and advance sale. Top price was \$2.99.

Shows playing this town's auditorium are handled locally by J. H. Thuman of Cincinnati.

'TOVARICH' WOW 18G, PITT; 'LETTY' OFF OK

Pittsburgh, Nov. 2.

Biggest sock of the local legit season so far was provided at Nixon last week by 'Tovarich'. Comedy hit gave house a whacking \$18,000 to top by more than \$5,000 the previous mark set by 'Brother Rat', although top for latter show was half a buck less.

'Tovarich' got off to flying start under the auspices of the ATS and when ga-ra rave reviews came out the following morning, b.o. lines immediately formed. Seats were both sellouts and by the end of the week night performances had also reached \$18,000, proving again that the right show can do biz in the road. 'Tovarich' couldn't possibly mean too much on a first visit. Added result of the click was a big boost in subscription sales for the remaining four ATS plays.

'Leaning on Jetty' current and opened well, but until now there's been little activity in advance sale for 'Richard II', which has been mopping up elsewhere. Mail orders for 'Victoria Regina', due in Thanks-giving week, continue heavy, with every indication that the Helen Hayes show will be practically a complete sellout even before it opens.

Estimate for Last Week

'Tovarich' (Nixon; 2,100; \$2.75). Smash of the season; 2nd frame around \$18,000; drew absolute capacity on last few performances; ATS subscription backing helped it to a good start but can't be taken for granted itself after that, window sales being terrific all week long.

Lunts' \$21,000, Cleve; 'Rat' Advance Okay

Cleveland, Nov. 2.

After 'Tovarich's' disappointing gross and the postponements of three other plays, giving the ATS a slight start, 'Amphitryon 38' raised Manager Bill Blair's hopes by hypnotizing near capacity crowds into his Hanna for six days last week.

Guild's new production had every pew filled the first night and the good news was dittoed at every performance. Evening grosses satisfied everybody by reaping \$21,000 (the Lunts hit \$26,000 last year here with 'Idiot's Delight'). One helpful factor was that top was \$2.50, in comparison to 'Delight's' \$3.50.

Current 'Brother Rat' is benefiting by a strong advance sale and heightening interest in coming new musical comedy, 'Right This Way', featuring Joe Lewis and Tamara, to screen here Nov. 8. Charlotte Greenwood, in 'Leaning on Jetty', is booked for Nov. 25, followed by Helen Hayes' 'Victoria Regina' Nov. 29 and 'Stage Door' Nov. 6, all promising.

Estimate for Last Week

'Amphitryon 38', Hanna (1,435; \$2.50). Like shock of adrenalin, Lunt and Fontaine banged up biz to an elegant \$21,000.

'Bovary' Sellout in Chi at \$17,500; 'Women' Big 16G 'Can't' Nice 14G

Chicago, Nov. 2.

PRESS BUILD-UP TILTS 'LETTY' TO 10½G IN D. C.

Washington, Nov. 2. 'Leaning on Jetty', bringing Charlotte Greenwood to Cap for first time in years, pocketed approximately \$10,500 at \$2.75 top last week at National.

New idea of National's manager Eddie Flohn of having incoming star interviewed by critic on Sunday before opening, thus nabbing leads on columns on star Monday and on show Tuesday is working out well. Used to that drama, reporters caught star when they could, usually toward end of week, when stories couldn't do much good. Flohn is turning it into a traditional Sunday aft party and they're going for it. Wood Soanes, Greenwood company manager, who use t. b. a. n. m. him, hasn't been hurting the idea either.

Current is 'Tovarich', which local critic caught at debut last year in Baltimore and have been plugging ever since. 'Tovarich' is at the Door, with Joan Bennett in top spot.

'VICTORIA' 35G, 'WINE' \$9,500, 'PHILLY'

Philadelphia, Nov. 2.

Everything was 'Victoria Regina' last week when the Helen Hayes vehicle jumped to solid capacity at the Forrest and grossed \$35,000 in the same box office. 'Victoria' may be that mark this week is in the matter of standees. There isn't a seat left in the b.o. for any performances, and the agencies are in the same box. 'Victoria' found their way into the hands of specs, first time that's happened in Philly in ages.

With 'Between the Devil' departed and the Chestnut of 'May Wine' at the Erlanger, upped some to beat \$9,500. However, two weeks' engagement cannot be considered profitable, by any means. If the opera etta had shown any sign of building it would have been held this week, since the house had no booking until next Monday, when the tryout, 'Four Cents a Word', is skedded. 'Latter' is announced for a single week, too.

Only opening this week did not take place last night, as first announced, but came tonight. Show is 'Theatre Guild's' 'Mamie Bovary', hopping here from Chicago and unable to make the Monday night bow in because of insufficient time for the tryout. 'Mamie' had back the premiere caused plenty of headaches at the box office because of ATS subscribers who had their seats for the show. 'Mamie' is a fair house, tonight. Philadelphia Forum has the house for 'Mamie Bovary' next Monday and Tuesday, further complicating matters.

In addition to 'Four Cents a Word', next weeks finds the Shuberts bringing their opera etta importation, 'Three Waltzes', into the Forrest on Thursday (Armistice) night. It will open against the first roadshow showing of 'Hurricane', which relights the Leucost, from now on to be in the legit ranks as well as for roadshow biz.

New booking is Milton Shubert's production of 'Housemaster', skedded for the Chestnut for two weeks, starting Nov. 15. After that this house expects another Guild show. Erlanger has the Mark and Wig 'Fifty Fifty' Thanksgiving week, and then probably 'Lower Than Angels', the Norman Bel Geddes production. Madame Evans in 'Richard II' for the Forrest on Dec. 16 is the only other official booking.

Estimates for Last Week

'Victoria Regina' (Forrest) (2,000; \$3.42) (2d week). Hopped to capacity at \$35,000 and will repeat this week, with only number of standees making any fluctuation. Terrific engagement will take over \$100,000 out of Philly. 'Three Waltzes' next, Nov. 11.

'May Wine' (Erlanger) (1,859; \$2) (2d week). Uped some without opposition of 'Between the Devil', and hit \$9,500, but engagement can hardly be considered profitable. 'Four Cents a Word' next Monday (8), with house dark this week.

'Mamie Bovary' (Chestnut) (1,164; \$2.85). Opens tonight (Tuesday) because jump here from Chicago would not allow production to be readied last night, as planned. First ATS subscription piece of year. House dark last week after 'Devil's' folding.

Last week rates in local legit annuals as about the best boxoffice session the loop has seen since the best day of 1936.

Topping the list by a wide margin was 'Mamie Bovary', which on Wednesday (27) closed its boxoffice, since it was completely sold for the rest of the week.

Show was first of the American Theatre Society season's subscription plays and the business held to capacity despite the so-so notices. Cast notices were good, however, with Constance Cummings taking the major share of the rave.

After 38 weeks in the loop 'You Can't Take It With You' bounced sky-high last week to greet a gross which is remarkable for its stay. Both 'The Women' and 'Brother Rat' were also on the strict uptick and turned in walloping grosses.

WPA opened 'The Straw' in the Blackstone and met notices which were uniformly applauding on cast, direction and general production.

Estimates for Last Week

'Brother Rat', Selwyn (1,000; \$2.75) (11th week). Came back strong last week, with good \$11,000 in a general upturn of the loop business.

'Mamie Bovary', Grand (1,300; \$2.75). Moved out Saturday (30) after two smashing weeks, with a complete sell-out from Wednesday on. Only the theatre subscriptions held down the take, which was still a b.o. wow at \$17,500.

'The Women', Erlanger (1,400; \$2.75) (7th week). Femme play pulling in grosses week for week, and turned in a smart \$16,500 last week.

'Yes, My Darling Daughter', Grand (1,300; \$2.75) (1st week). Opened last night (Monday) for a first-weeker as second show of the ATS season.

'You Can't Take It With You', Harris (1,000; \$2.75) (38th week). Uped smartly last week, getting several more notices, and drew last week's takes, going to a mighty \$14,300 for its 39th session in the loop.

WPA

'Monash', Great Northern. Yiddish folk play still doing excellent biz.

'The Straw', Blackstone. Eugene O'Neill piece opened last week and got away to splendid reports on all-around treatment.

L. A. DARK, WAITS ON 'TAKE IT'; WPA'S WINNER

Los Angeles, Nov. 2.

Following four profitable weeks with George Abbott's 'Room Service', Biltmore theatre went dark (31) and unless Chicago company of 'You Can't Take It With You' gets here end of this month as hoped for, the house will remain shut until Christmas day. Florence Reed moves in that day with 'Yes, My Darling Daughter', for several weeks.

Federals have the town solely to themselves, and will repeat the fair running. 'Miss Quils' got under way (28) at the Mayan, while 'Ready! Aim! Fire!' goes into its second week at the Hollywood Layhouse.

'Room Service', Biltmore (C-1,656; \$2.75) (4th-final week). Slid off, doing around \$5,500, but made money here. House dark currently.

WPA

'Miss Quils', Mayan. Comedy debuted (28). Martina Pawley plays the role created by Peggy Wood in New York.

'Ready! Aim! Fire!', Hollywood Playhouse. Playing to excellent biz at \$1,000 top and should pile up substantial profit on four weeks' sojourn.

4th Week for 'Lights' Breaks B'klyn Record

Brooklyn's run record was broken Monday (1) when 'Behind Red Lights' started its fourth week at Werba's theatre, thereby breaking the three-week mark made by 'Rain' more than a dozen years ago. Later had the late Jeanne Eagels started and played at \$2.75 top. 'Lights' scales from \$11.0.

Latter melodrama is being presented by Jules J. Leventhal on the rotary stock plan and will move to other theatres which either operate or supplies with shows. Louis R. Werba is his partner.

'Doodle' \$3,500, Buffalo

Buffalo, Nov. 2.

'Ghost of Yankee Doodle' was a box office flop here last week.

Drew only \$3,500 for four performances.

Inside Stuff—Legit

For Inspection Tel. Circle 7-0300



ORGANIZE BALLET DANCERS

Ballet Russe in 13 Performances Grossed Around \$74,000 at Met

Same old story in New York. Concert grosses last week. No matter what the conditions, certain names and attractions always pack 'em in. Philharmonic Symphony had its usual big Thursday night and Friday afternoon. Sunday afternoon, however, to the others, was also slugged last week by ideal weather and football compels. Ran up a gross of \$12,500 for the three times. Saturday night series, begun this week, should offer another indication of what the season holds.

Monte Carlo Ballet Russe, winding up its New York run before hopping off for a five-months' tour, did okay, but not the bonfire anticipated. Total, an estimated \$74,000 on the run. Richard Tauber, hyped by his recent pix, was another wallow in his repeat date at Town Hall. Jascha Heifetz is headed for a sellout to-night (Wednesday) at Carnegie Hall.

Estimates for Last Week
Philharmonic - Symphony, Town Hall (2,760-Thurs., Fri., Sat.; Sat., \$1.75; Sun., \$2). Town Hall (28) this virtual sellout, usual, \$4,850; Friday (29) afternoon, sellout again, but smaller press list, \$5,100; Sunday (31) afternoon fine weather and football blamed, slim \$1,200. Saturday night series begins this week. Subscription sale for Saturday series still going on, but Thursday, Friday and Sunday series all comfortably ahead of last season. Single seat sales have also been slightly above recent years.

Monte Carlo Ballet Russe, Metropolitan Opera House (\$3,500-\$3,300). Sol Hurok's annual presentation of the de Basil troupe was plenty big, but slightly under expectations. Estimated gross for last seven performances, ending Sunday (31) night was \$39,000. Frequenting six, this week, an estimated take of \$34,300. Last two times were above capacity, \$6,200 and \$6,300, respectively. Low for the series was packed, but not big. Heifetz played a one-nighter in Brooklyn Monday (1), then began a long tour.

Richard Tauber, Town Hall (1,560-\$2.75), Saturday (30) night. Austrian tenor's repeat date a bigger draw. Recent one, packed house, with about 100 standees; singer had to beg off about \$3,000.

Bartlett - Robertson, Town Hall (1,560-\$2.20), Sunday (31) afternoon. Two-piano team is steadily building a following; now reached the place where little papering is needed; \$600, okay.

Jascha Heifetz, Carnegie Hall (2,760-\$2.75), Wednesday (3) night. Fiddler is one of the few unfailing b.b. bows of the concert biz. Advance sale for tonight's recital, at this capacity, Heifetz doesn't allow extra chairs on the stage and sells number of seats to students at bargain prices. Also, large press list, \$4,500 expected.

Dorothy Thompson, Town Hall (1,560-\$1.50), Wednesday (3) morning. Femme columnist is one of the naturals of the lecture field. Attendance for her will be limited to season ticket holders; super-capacity indicated.

PLATFORM SPIELERS' BOOM; CURRENT NEWS

Lecture biz, like concerts and the hit legit shows, is on the upbeat in New York. And, as usual, the names easiest to sell are the ones most reluctant to make many appearances.

For instance, Dorothy Thompson, who has accepted less than a dozen New York dates, and none over the past year, has turned down more than 700 bids, some carrying a guarantee of \$1,000 for a single lecture. Her hubby, Sinclair Lewis, is another hard-to-get wow.

Figured the improved state of lecture biz is due primarily to better economic conditions throughout the country. Added factor is thought to be greater general interest in public affairs, current events and politics.

Bryce Oliver Broke

Bryce Oliver, journalist, filed a voluntary petition in bankruptcy Friday (29) in N. Y. federal court listing his liabilities at \$998. Principal creditor is estate of the late Dr. Frederick K. Seward for \$600 for medical services. Oliver schedules his assets as household goods and 100 books worth about \$100 which are in storage.

Slap Mordkin Ballet's \$1,397 Des Moines Gate

Des Moines, Nov. 2.

Attachment was slapped on the \$1,397 receipts of the Mordkin ballet at the Shrine auditorium last week immediately after the show. Petition in attachment was filed by Bertha Ott, manager of the Studebaker, Chicago, claiming the Advance Productions, Inc., and the ballet owed her \$907.

Mrs. George F. Clark, Shrine auditorium manager, said rent for the auditorium had been paid by the company by check. Also, \$186 was turned back to the 18 local stagehands who worked on the show, and \$85 to the eight local musicians who 'sat in' with the pit orchestra.

Hearing on the petition is set for Nov. 2 in municipal court here. From Des Moines the Mordkin ballet went to Minneapolis.

Plays on B'dway

(Continued from page 56)

Le Voyage De Monsieur Perrichon

Perry is distinguished and has a national reputation in its native land. The Labiche play, which is familiar to most high school students, deals with the quest of two young men for the same girl. In the course of the evening it is shown how virtue inevitably brings its own reward. As Perrichon, the father of the family and the leading comic spirit of the play, Jean Dastie gives a colorful and entertaining performance. The two suitors, Maurice Jacquemont and Andre Frere, play their roles interestingly and their asides make for agreeable comedy. Acting of the entire cast is praiseworthy and indicates the team spirit on which the group is based. Diction is also highly effective, as every line can be understood.

Mounted in Touchage's simple but adequate and colorful sets, the background and costumes help set a gay comic spirit for the performance. Group originally started out as Jitney Players, similar to the WPA Caravan Theatre, with intention of bringing the theatre to the people. Although in existence only a short time, it was picked up by the French Expedition, engaged for a week, held over a month. That with these aims such a group should wind up in a plush little theatre is a minor incongruity. It is the only chance such a company has here. The Civic Rep, however, would be more logical, but wouldn't draw the swank.

Subscription is understood to be well ahead of last year's French venture produced with local actors, and is again under the management of Gertrude Robinson Smith. Artistic success will probably be chalked up, but b.o. won't send the company back jingling American dollars.

Audience at the opener was largely composed of persons familiar with the language, and enjoyed the performance. So will all those who know the lingo. For those who don't there's a synopsis, and they may get something from the acting. Company is headed by Andre Barasac, and is in spirit a cousin of the Group, since its founders and the Group's stem from the same French teacher, Jacques Copeau. That may make it a sort of a draw for legions who might want a looksee at the foreign brand of acting.

OLGA MENN'S CRACKUP

Chicago, Nov. 2.

Olga Menn, prominent in Chicago music circles and one of the directors of the Chicago City Opera Company, was seriously injured last week in an automobile accident.

Wreck occurred when Miss Menn and Virginia Pemberton, opera soprano, were riding to attend a director's meeting of the opera company. Miss Menn is in the American Hospital.

NON-VOTERS IN CONCERT GUILD

Several Meetings Held in New York and Tentative Policy Adopted—Wages Called 'Scandalously Low'

CHORAL ISSUE

American Guild of Musical Artists has begun organizing ballet dancers. Several meetings have been held and more than 50 of the terps have signed application for membership and paid \$1 temporary fees. AGMA board voted Monday (1) to accept the applications and take up the organizing work.

Idea is that the dancers will form their own branch of AGMA, to be called the Ballet Guild and to have no autonomy. Members will be permitted to attend AGMA meetings, but will have no vote. Nor will their Ballet Guild have a vote, but will merely be able to suggest measures and policies, which will be considered by the AGMA board.

One phrase in the AGMA board resolution approving the formation of the Ballet Guild is notable. It states that the function of the Ballet Guild will cover 'such of their (the dancers') activities as may, in the discretion of the board, lie within the jurisdiction of AGMA.' Figured that should pretty well take care of the situation. Ballet Guild's constitution will be drawn and initiation fees and dues will be set later.

Purpose of the Guild will be to seek raises in wages and improved working conditions for ballet dancers in opera and on concert stages. Pay at the present time is described as 'scandalously low.' Just how far the AGMA resolution will extend is undecided. Tentatively figured it will take in solo and ensemble dancers in opera, concert and recital. Question whether this will extend to the same dancers when they appear in presentation houses or legit.

Choral Alliance

Negotiations toward amalgamation of the Choral Alliance with the American Guild of Musical Artists have broken down. Reported that since the last meeting, at which differences of policy developed, representatives of the Choral Alliance have ignored bids for further huddles.

Principal disagreement was said to be regarding rules for the selection by opera companies of choral singers. Understood the Alliance insisted on a policy of demanding all managements pick chorus members on the basis of singing in the Alliance. AGMA is reported opposed to that plan on the ground it would be detrimental to the best interests of music as a whole and development of younger singers.

First forum meeting of AGMA since the merge with the Grand Opera Artists Assn. took place yesterday (Tuesday) afternoon at the Plaza hotel, N. Y. General discussion of plans and policies took place. Membership of the group is now claimed as about 540, of whom 180 came from the GOAAA.

Notice has been sent to all AGMA members requesting them not to sign any further opera, concert or radio commitments covering a period of more than one year. Idea, apparently raised by an AGMA member, is that managements might seek to tie up artists on long-term contracts, thus preventing the performer unions from gaining wage and other concessions. Action is taken to indicate AGMA will move against the remaining managements in the near future. Similar circulars were sent by the American Federation of Radio Artists and the Screen Actors Guild to their members. AFRA idea was similar to that of AGMA, but the SAG

Conditions For \$2-or-Less Opera Emphasize Cash Before Singing

WAITING FOR THE MET

Salmagzi Won't Sign Official Bunder First, He Says

AGMA last Monday (1) signed a Guild shop agreement with J. Franklin Viola and Armand Barozzo, of the Columbia Opera Co., of N. Y., pact is for two years and, like the one recently inked with George DeF. Century Grand-Opera Co., covers all solo singers, dancers, stage directors, stage managers and prompters.

Guild is set to huddle with Alfredo Salmagzi, manager of the Hippodrome Opera Co., within the next few days. Salmagzi told VARIETY he is willing to live up to all Guild requirements, but will not sign a contract until some of the larger companies, including the Metropolitan, do so.

\$16,776 Yacht Expense, \$4,585 Trains & Hotels 'Legit Business,' Thomas

Washington, Nov. 2.

Operation of a yacht was listed as a 'legitimate business expense' by John Charles Thomas, w.k. concert singer, in an appeal last week to the Board of Tax Appeals.

Thomas termed a deficiency assessment for \$7,838, brought by an Internal Revenue Commissioner against his 1934 income tax, as unfair. 'Ordinary and necessary expenses' of \$16,776 for operation of the yacht and \$4,585 spent for railroad and hotels should have been allowed by the revenuers, Thomas claimed.

NEW FRIENDS CHAMBER SELLOUT, A RECORD?

New Friends of Music, Inc., organization sponsoring series of Sunday p.m. chamber-music concerts in Town Hall, N. Y., has less than 100 seats left out of 3,000 subscription capacity. Expected to sell out this week prior to the opening on Sunday (7).

If the subscriptions are sold out, it will be the first time in the history of chamber music in America the subscription season has been sold out. New Friends of Music is going into its second season.

Philharmonic-Symphony Chamber Orch, which gave concerts in Carnegie Hall the last two seasons, recently folded due to lack of support. Series had operated in the red, but was angled by Bennington Colledge. Latter finally declined to hold the sack.

ASLANOFFS BANKRUPT

Alexander and Nadine Aslanoff, vocal music teachers, Hotel Ansonia, N. Y., filed petitions in bankruptcy Monday (1) in Federal Court, N. Y. Each placed liabilities at \$4,650. Principal creditor is Charles Warren (unidentified) on a note for \$3,500.

Alexander lists his assets as possible royalties from G. Schirmer, Inc. under contracts made in May, 1930, and March, 1931.

move was merely to notify any members also belonging to AGMA or AFRA, but who had not previously received notice from those groups.

Leo Fischer, executive secretary, was due in Chicago last Monday (1) on his way back from the Coast. Expected to remain there about a week while he attempts to conclude an agreement with the Chicago Opera Co. Will probably return to New York late this week or over the weekend. Thought likely he will try to make it by Friday when the Associated Actors and Artists of America board is to convene.

Standard minimum-wage scale for opera companies charging a top of \$2 or less, tentatively set by a committee of the American Guild of Musical Artists, subject to approval of the board, calls for four classes of roles, according to importance and length. Different scales are set for performers in or out of New York.

For single performances in New York, the scale is \$40 for class A, \$25 for class B, \$15 for Class C and \$5 for class D. Latter class bit parts usually sung by chorists may be doubled, the singer being paid \$5 for each part. For single performances out of New York the scales are \$50, \$35, \$25 and \$5 for the same classes. Out of New York leading tenors and sopranos must get \$150 a week, singing not more than three class A roles. Baritones, coloratura sopranos, mezzo sopranos and contraltos must get \$150 a week for not more than five performances, of which only three may be class A roles. Basses get \$125 a week for five performances, not more than three class A roles. All class C singers must be paid \$75 a week out of town for a maximum of seven performances.

Added conditions of the standard contract, also subject to approval by the board, are as follows:

1. Artists must be paid in cash before all single performances in New York.
2. For one performance out of town the artist must be paid in cash for the entire amount, plus train fare, before leaving New York.
3. For several performances out of town, the amount of pay for the last performance, plus train fare, must be deposited by the management with AGMA before the artist leaves New York.
4. For engagements by the week out of town, for four weeks or less, the artist must be paid one-half of the last week's salary, plus transportation expenses, before leaving New York, thereafter semi-weekly at the end of each half week.
5. For engagements of more than four weeks out of town he must be paid the full last week, plus transportation, before leaving New York, and thereafter weekly at the end of every week.
6. All costumes, except incidentals, such as jewelry, wigs, etc., must be supplied by the management.
7. Artists engaged, advertised or billed for performance and replaced by another artist must be paid the entire amount of the engagement if willing and able to perform.
8. If any artist refuses to give a performance because of illness, the management may have him examined by a doctor.
9. Replacement of a billed or advertised artist for any reason must be announced to the audience before the performance or at the first intermission following replacement.
10. No artist may be forced to travel by bus unless train service to the destination is unavailable.
11. All travel from midnight to 7 a. m. must be by Pullman.
12. Artists may not be required to leave the train except at the place of performance.
13. Managements may not engage any artist except by written contract approved by AGMA. Guild will issue standard contracts for that purpose.
- Salary for engagement by the week in New York are not covered in the present scale. Expected they will be set at another meeting of the minimum wage committee next Monday (8).
- Next AGMA board meeting is scheduled for Nov. 16. Above terms and scales may be approved at that time.

New Pampas Indie

Buenos Aires, Oct. 17.
Another new Argentinean film producing firm has been organized under name of Cinematografica Artistas Argentina Unidos. Outfit announces sufficient capital on hand for producing a series of 10 films within the year.

Broadway

Hannen Swaffer back to London.
 Eddie Stanley arrives from the Coast today.
 Chubb Munster to be company manager for 'To Be Continued.'
 Bob Gilliam is back from the Coast after a visit of nearly a month.
 Kenneth MacFenna, long active in legit, now Metro's eastern story ed.
 Mack Miller now has a Coast praisery, Murray Folder in charge.
 John Colton's new play, 'Ten Cities,' being considered by A.I. Woods.
 Gertrude Berg's 11-year-old daughter has had some of her kid poetry accepted by mags.
 William B. Murray, of the Morris office, has gone to the Coast for a five-week stretch.
 Harry Spar sticks another four-week stanza at the Coconut Grove, Palm Beach.
 Johnny Hyde, William Morris exec, has returned to the Coast, where he's permanently located.
 Nat Danahy has some special exploitation for 'Susan and God,' but Rowland Fields remains as regular pia.
 They changed the tall tar opener in front of the International Casino for two small guys, but one took a powder.
 Victor Wolfson helping out University Players at U. of Wisconsin's alma mater, for production of 'Excursion.'
 Chelle Janis, manager of Loew's Ziegfeld, to align with Transcontinental Press Bureau, newly launched organization.
 Raging enthusiasts flocked to Empire Saturday for the blowoff of the season and to take part themselves from their cash.
 George and Mrs. (Dorothy) Ross are expecting a youngster. He's dramatic college for the World-Telly. She's nitery.
 Morris Gess wrote to Dorothy Thompson this week suggesting she expand her column (1) dealing with Isadore Gennett into a play.
 Lee Brody (Mrs. John Murray) has sold a piece to Stage mag titled 'I Married a Play.' Her husband is co-author of 'Broad Service.'
 Jay Bee, formerly of vaude, made his Broadway legit debut Oct. 23 in 'Babes in Arms,' replacing for one performance Douglas Ferey, who was ill. It was Jay Bee's 17th birthday.
 Y. Frank Freeman, Par h.o. exec, had his pockets picked in Chicago a week ago, so made a lot of football bets last Saturday (30) in hopes of getting it back. Isn't being quoted on results.
 Home offices remained open a half day yesterday, (Tues.) to enable employees to vote in the afternoon. Most business houses, banks and other places closed down for the whole day.
 Fals of Lou Pollock, advertising manager of Universal, tossed a party for him Friday (29) night in Ben Serkovich's apartment. The party was belated news he had been married since August to Cleta McDonald.
 As a promotional stunt for Jack Dempsey's restaurant, the ex-champ, Jim Tully and Ted Kipper (Minn.) are promoting a Five and Ten Club for informal get-togethers. B. S. Berovic is doing the actual bally.
 Royal influence in New York City over town with Victoria hotel changing name of its ballroom to King Edward VIII room. St. Nicholas Arena altering to 'Big City Window' and 49th St. Playhouse, legit, christened in itself the Windsor theatre. All just pluses for 'Victoria the Great' at the Music Hall.

Pittsburgh

By Hal Cohen

Marty Gregor plotting comeback in band biz.
 M. A. Rosenberg re-elected president of MPTQQA unit here.
 Penn's Mack and W. G. Chubb booked for one-nighter here Dec. 27.
 Variety Club planning to organize an American Legion branch.
 Barbara Booth, actress, planning in her hotel from an infected neck.
 Mary Richards, co-valetine in Move hospital from pneumonia.
 Phil Lange at the clinic, having some of his 300 lbs. shelved.
 Dale Harkness' band winding up 11-month stay at White Mansions.
 Eddy Pesky in town looking over G.V.'s new quarters in Film Row.
 Frank Capra here overnight on way back to Coast from New York.
 Bill Green celebrating seventh anniversary of the opening of his Casino.
 DeBolt Twins playing first home-town nitery engagement at Plaza cafe.
 John McGreevey named chief Barker of Variety Club for next year.
 Claire Coughlin quitting stage to work on Fort Pitt hotel's clerical staff.
 Canary Paula Kelly taking up dramatic training with Stephanie Diamond.
 Pitt Players to launch season next week with Ivor Novello's 'Fresh Fields.'
 Dick Stabile and Gracie Barrie will be married here first of next month.
 S. M. Weller in ahead of Richard

II' and Tom Kane drum-beating 'Stage Door.'
 Clara MacLaughlin named president of Entertainment Managers Association here.
 Nick Andalono has opened his own hotspot, Silver Slipper, on Brownsville road.
 Futie Fope back on the job at Plaza cafe after being hospitalized for minor operation.
 Curtis Rudolf, voice teacher at Duquesne University, in Playhouse's 'Pursuit of Happiness.'
 Bonnie Boyle, Miss Pittsburgh of 1936, dancing at Seventh Avenue hotel, cocktail lounge.
 Warner Club in this district has set Nov. 28 for annual dinner dance at William Penn hotel.
 Drama Club of Pennsylvania College of Women honored Maria Abba at a tea over week-end.
 Three Internationals out of Continental Bar to Hotel Madison cocktail lounge in New York.
 MPTQQA convention here re-elected entire slate of officers, headed by M. A. Rosenberg.
 Al Golden to New York to work with Milt Gross on revisions of their new play, 'Men, the Dogs.'

Sydney

By Eric Gorrick

Racing season plies crowds.
 Theatres doing good night biz.
 Marcus show opened successfully at Brisbane.
 Walter Hutchinson still huddling with Fox execs.
 Charles Munro, Hoyts, will make looksee tour of Queensland.
 Nina Mae McKinney opens here next week. Frank Nell after good run in Victoria.
 Sir Ben Fuller trying hard to secure finance to swing deal for new theatre here next year.
 Frank Kinnear to another trip abroad in January to engage performers for Tivoli chain.
 Stan Perry, Hoyts gm. Western Australia, huddling with Charles Munro re new theatre in Fremantle, W. A.
 Fred Daniells, after return from overseas, is mulling several ideas covering new production in New South Wales.
 George Formby is proving one of the best British bets ever to play this season. Seats, Pleas and Feather Your Nest pulled very big throughout the Commonwealth.
 No deal on yet covering distribution Maxwell's pix through Associated British Empire Films. Maybe contract will be signed at end of year with bow out of General Theatres.

Melbourne

'Three Smart Girls' is still pulling remarkable biz here.
 Night trading away to a good start and should prove profitable.
 Comedy Harmonists gave two extra concerts here for Australian Broadcasting Commission.
 Distributors are expected to cut pic rates to exhibs until outbreak of infantile paralysis recedes.
 Acts playing Royal Fair Green-hall, T. J. Jackson, include T. J. Princess Pontus and Skating Roffs.
 'Balalaika' has proved to be one of the biggest winners ever pre-ferred by Williamson-Tait in this territory.
 Don Cossack Choir will do a season here early this month for Williamson-Tait. Oufit proved a big hit in New Zealand.
 Norman Rydge, Greater Union boss, has been over here during week on circuit biz. Said he's determined on the solo idea, despite rumors to the contrary.
 Williamson-Tait will import more new shows and performers from London and New York. New show success has been achieved with 'Over Sea Goes' and 'Balalaika.'
 Infantile paralysis scare through-out Victorian stix forced Wirth's Circus across the border into New South Wales. Next month the outfit will tour New Zealand.
 Commercial air units are making some time to tell blab-blah to public covering elections. Ninety-six stations are being used for the political blather.

Philadelphia

By Herb Golden

Charley Warner in, Ralph Jordan out, at the Viola.
 Percy Friedman managing Perelman's new Yealand.
 Cy Cohen selling Lucky for Denca cafe.
 Barney Cohen out of the Admiral and seeking another connex.
 Marcel Tabuteau, oboist with Philby camp, awarded insignia of Chevalier of Legion of Honor.
 Catherine Littlefield reported mulling a Coast offer as dance director in a forthcoming musical.
 Ina Padua, former Terminal theatre manager, stricken with infantile. She'll be sent to Warm Springs.
 Horace Whitman, manager of the Earle, feted at a birthday party at Palumbo's staff of the house and WB execs.

London

Two Jovers joined Grosvenor House cabaret, Oct. 21.
 A. E. Abrahams is producing 'It's a Wise Child' at the Garrick.
 Futie Fope in from Sweden for a few days, and then back to do another flicker.
 Henry Sherek signed Emile Boreo for next Dorchester floor show, opening Jan. 10.
 Stanley Holloway's manager tagged him for \$20,000, but the matter is being hushed up.
 Tim Whelan, an English Squire, bought The Grange, 48 acre estate at Farnham Common.
 Medlock and Marlowe just back from South Africa and off to the Wintergates, Berlin, for the month of November.
 Yacht Club Boys return to the Cafe de Paris, Nov. 4, for four weeks.
 George Metaxas also been signed for a month, opening Jan. 5.
 Gaumont-British making further experiments with its 'Baird' Television system, and will now put in a plant at the Victoria Palace.
 Warners figuring on adapting the Hippodrome musical, 'Hide and Seek,' in which they have a third interest, as a film vehicle for Max Miller.
 The first production of the newly formed Playgoers Guild, 'The Dead Hand,' closed at the Whitehall, Oct. 16, after eight performances. Next is 'People of Our Class.'

Ian Maclean, in the London Hippodrome show 'Hide and Seek' has landed a five-year contract with Warner Bros. Job will take him to Hollywood part of the time.
 Bob Lind, who, danced with Claire Luce in C. B. Cochran revue a couple years ago, goes into the new Cliff Fischer show at the London Casino, early in January.
 Everybody is making guesses as to who will be included in the Command Performance, at the Palladium, in November. Wences is certain, so is Florence Desmond and Vic Oliver.
 Reginald H. High, Florence Desmond, Ambrose and His Band with Evelyn Dal, under direction of Walter Forde.
 After two years, Paul Stein returns to direct pictures connected to British Pictures Corp. (BIP). Starts with original to be titled either 'Search' or 'Hunt the Pearls,' with Gertrude Michael and Cecil Hanson starred. Picture was originally intended as vehicle for Buddy Rogers.

New Haven

By Harold M. Bone

S. Z. Poli estate appraised at \$3,853,274.
 Marchesa Lillian Poli Gerini visiting from Italy.
 Prof. Allardyce Nicholl back at Yale.
 Henry Busse lost a \$1,200 fiddle, then recovered it.
 Poli, College and Bijou sporting flashy new marquees.
 Frank Gunn this year's managing director of the Lincoln.
 Grace Moore latest celeb to acquire a Conn. tax home.
 Al Dean not due back at Yale drama school till February.
 Frankie Ross and Jeanette Castle have joined Hotel Garde show.
 Richmannoff turned 'em away in droves in Woolsey Hall series opener.
 Ben Parker and Gus Bauman already mulling annual 'Town Topics' revue.
 Dudley Nichols lectured here in connection with N.Y.U. graduate extension course.
 London importation 'The House-master' gets American preem at Shubert (11-13).
 Arthur Sachs, here with 'Richard II,' visited old stepping ground at Yale drama school.
 Yale drama dept.'s first historical production will be 'Nathan the Wise,' by E. Lessing. James E. Michael to direct.

Quebec

A. Hirsch to N. Y. from Montreal.
 Stanley Snow from Palace to Capitol as chief usher.
 Dick Kane, who opens dramatic classes for McGill students.
 New north end Empire, pic house, opened by I. Rosenblum Friday (20).
 Canadian Theatre and Electrical Supplies of Toronto has bought out Ben Burko.
 'Life of Emile Zola' unlikely to be produced in Quebec. Church is obstacle to performance here.
 Hank Perras resigns management of Crystal Palace, Montreal, to handle

pic house at Comeau Bay. N. Dufort to manage former.
 Staff notices at Capitol, one of Montreal ace first-runs, to entire personnel, and only few staff members will be retained. House not doing so well in recent months.
 Negotiations again under way by Confederated Theatre operating six second-runs, to be taken over by United Amusement Corp., operating 27 houses in Montreal and province.
 Inability to reach agreement between United artists and company operating Montreal first runs ended when Orpheum (Ind.) management signs contract for exclusive performance of all O.A. products, beginning current week.
 Rigid examinations for projection room operators in the province, enforceable under recent provincial legislation, have been held, but licenses not yet issued in a number of cases. Causing plenty of adverse comment.
 Independent Exhibitors all over the province, acting through a delegation, met Premier Dupleix in Montreal Tuesday (26), asking provision against unfair competition by the big operators. Delegation headed by D. Burpee, secretary of the association; Tom Trow, The Rivers; D. Paquin and W. O'Brien; Ruth T. Senecal, Ste. Therese; O. Phout, St. John; John Costis and J. Robert, Granby. Premier agreed to meet Burpee and Trow later in the capacity as provincial attorney-general.

Minneapolis

By Les Rees

Max Roth, Republic district manager, in town.
 Donald Guttman switched from GN to GB sales staff.
 Don Woods resigned as Grand National branch manager.
 Harold Smith, holding convention of managers of his 16 Iowa theatres.
 J. C. Sonin, MGM purchasing department head, here on tour of exchanges.
 Sol J. Krugman, Grand National New York home-office representative, in town.
 Hazel Goldstein resigned from 20th-Fox accounting department to become a model.
 Esther Singer resigned from Paramount office staff after seven years to move to New York.
 Harry Hirsch went to Chicago to recruit entire new stock burlesque company for his Gayety theatre.
 Visit of Abe Montague, Columbia general sales manager, to Minneapolis delayed by his mother's death.
 'Tovarich' with Eugene Leonovich, at Lyceum for four days starting Nov. 8, opening local drama season.

Local National Screen branch expanding, and its accessories will be shipped from here instead of Chicago.
 Bill Adams, Universal salesman, still laid up with injuries sustained in auto accident, which completely demolished his car.
 Rudy Vallee signed for St. Paul winter Ice Carnival for second successive year at reported \$20,000 for week-end, new town.
 Iva Griffith of RKO, who has been in hospital since July 1, sufficiently recovered to return home, and expected to be back on job soon.
 Ben Ashe, general manager of the Bennie Berger circuit for 13 years, resigned after buying Lyric theatre, Fergus Falls, Minn., from Berger.
 McClellan, with Eugene Leonovich, back from a Hollywood trip to gather film chatter, and during which he succeeded in interviewing Greta Garbo.
 Film bunch attending Michigan Minnesota football game at Ann Arbor included W. A. Steffes, Frank McGee, W. A. Steffes, Bill Watmough, Oscar Woempper and Ben Friedman.

Chicago

Zack Terrell in hospital.
 Morris Katz, father of Sam Katz, very sick.
 Bill McElmain planned to Winnipeg to pick up the Major Bowes unit.
 Ralph T. Kettering doing a biographical drama on Guy de Maupassant.
 Flo Jacobson's father in hospital with a foot which may have to be amputated.
 Herb Lutz back from Coast for new job as local chief of Donaldson-Douglas & Gumble.
 Gardner Wilson, press chief of the A. I. Barnes-Sells Photo circus, in town for a couple of days, then off to Florida to visit his ma.
 Western Union sent out telegrams to profession on Eddie Cantor's 25th anniversary in show business, announcing special rates for congratulatory messages.
 Jules Leventhal has been around town trying to line up a house for a legit venture. Figuring on Chicago productions of previously produced New York hits.
 Amusement advisory committee for Community Fund here consists of John Balaban, Balaban & Katz; Aaron Siskel, United Artists; and Edwin Silverman, president of Essaness.

Hollywood

Cully Richard in from N. Y.
 Douglas MacLean in from abroad.
 Bill Perlberg going abroad for two months.
 Ann Southern visiting Roger Pryor in Dallas.
 Herbert Marshall trained in from New York.
 John Loder winged in from British film chores.
 Jimmy McHugh back from N. Y. lookaround.
 Blake MacVeigh returned to the Warner praisery.
 Clara Blandick back from Broadway meanderings.
 Charles Farrell home after two years.
 Tex Ritter motored to Hollywood following a p. tour.
 Dr. Herbert T. Kalmus in Hollywood for a month.
 Jeff Lager back at work after three weeks' illness.
 Helen Gahagan back from Cleveland warbling chores.
 Walter H. Hertzbrun back from a month of N. Y. huddles.
 Bert Cunningham, Pathe News director, winged in from N. Y.
 Edward Gross now an associate producer at David L. Loew's.
 Joe MacDonough left Universal to join Metro's production staff.
 Buster Keaton playing in Universal's new 'Flash Gordon' serial.
 Irvin S. Cobb goes into his acting routine again in 'Hawaii Calls.'
 Anthony Quinn in from the N. Y. stage to begin his Warner ticket.
 Mrs. Leslie Carter ill in her Santa Monica home with a heart ailment.
 Steven Bekassy, Hungarian singer-actress, arrived to start his Metro term.
 Ken Maynard returning Nov. 15 to start first of six pictures for GN after the circus season.
 Larry White resigned as assistant to Art Rush at Columbia Management Bureau and is on a Honolulu vacation.
 Gordon building stables at his rancho to house race horses now en route from Australia for the Santa Anita season.
 Eleanor Hon and Glenn Morris being routed for p.a.'s with the release of Principal's 'Tarzan's Revenge,' in which they are featured.
 Bert Scott, eight years executive vice-president of Warner, goes into the Warner publicity department as assistant to Robert Tappinger, new department head.

Berlin

Curt Goetz in London.
 Gama Weeekind in Billinger's 'Giant.'
 Marinuzzi conducting three oprys in Munich.
 Harold Kreuzberg dancing to sold-out houses.
 Emil Janning's 'Der Zerbrochene Krug' preeming.
 Fritz Wendhausen to London for a couple of months.
 First of 'Hundred Days' produced at the Landes theatre in Luckenwalde.
 Walter Landengast signed by Carl Goetz to produce the next Heinz Rühmann star.
 'The Clever Man,' by Paul Sarauw, to be produced at the Kurfurstendamm theatre.
 Film star Gisel-Dorpborg to make a concert tour batoning in Brussels, Reval and Lisbon.
 Forty orchestras have been organized and financed in the last three years in Germany.
 Hubert Stowitz on the tero production end of Lilian Harvey's next film.
 Milena von Eckardt in the production of Shaw's 'You Never Can Tell' at the English theatre.
 Heinz Hilpert directing 'Shakespeare's Much Ado About Nothing' at Deutsches theatre with Angela Salloker playing Beatrice.
 Nine records have been waxed by several different record companies here of the hits from 'Ole Avenue' (20th), which has just finished a long run at the Marmorhaus.

Des Moines

Drake U. now using 41 films, both silent and sound, in classrooms.
 Rubenoff, Fray and Braggiotti, at the Shrine tonight (Wednesday).
 First presentation of the local drama season on 'First Lady.'
 Al Clauser and Tex Hoepner's 'Little Black Broom' published by Berman Music Pub. of London.
 A. B. Black & Ralph Branton and J. J. Deitch, Tri-State, are back from a business jaunt to New York.
 'Islanders,' WHO radio act, featured on road with Monogram's 'Paradise Isle' stage and screen show.
 Iowa automatic merchandisers' association preparing for a pin-ball machine case and also making an appeal to the supreme court for a decision in district court upholding the ruling of the attorney general's office that pin-ball machines come under the classification of slot machines.

That Brooklyn Battle

Brooklyn Daily Eagle entered its 97th year of publication last week in the midst of a Newspaper Guild strike now in its eighth week. For the anniversary number, pictures of the staff members with the organization more than 25 years were run by the paper.

Party was tossed by the management for those working as strike-breakers at a Flatbush nitery. Since that the party was to be held was changed three times in order to avoid having the strikers know the location. They found out, however, and attended en masse, outnumbering Eagle's guests by three to one. Strikers formed a mass picket line outside the nitery while the party was going on.

Brooklyn's largest labor parade last Saturday (30) was led by Allan Hayward, regional director of the CIO. Number of legions were in the parade.

Strikers state that the Eagle advertising dropped \$56,000 last month, compared to the previous October. On Monday Joe Applegate, striker, was arrested for making unnecessary noise in the sound truck parked in front of Abraham & Straus, a B'klyn department store.

Lait's First Gander

Jack Lait is shoving east from Hollywood Nov. 3 after three weeks' vacation here. Stops over at Grand Canyon for his first glimpse, although he's crossed the country some 50 times.

Wife and daughter, Mrs. Frederic McCormick, accompany.

\$10,000 Cash for Novel

Price of \$10,000 for the "most absorbing unpublished novel" submitted before Feb. 1, 1938, in a contest jointly sponsored by the Atlantic Monthly Press and Little, Brown is the largest offer by an American publisher for book rights alone.

Price of \$5,000 plus \$5,000 advance allows drama and picture rights to be retained by the author. Length must be 50,000 to 200,000 words.

Butler University Samovar

Second annual press institute for Indiana newspapermen is set for Butler University, in Indianapolis, on Nov. 12-13. Prof. Russell J. Hammargren, who heads the Butler journalism dept., will guide the conference, while W. W. Loomis, Missions Editorial Assoc. presy, will speak Sat. am. (13).

Other Indiana editors and newspaper owners are set for spels before their brethren.

Pittsburgh Guild Shifts

Charles F. Allard, reporter and "Rowd" the columnist for Pittsburgh Post-Gazette, has been named head of the P-G unit of the Newspaper Guild. He succeeds Hal Richards, now on sick leave as a result of breakdown and forced to resign. Wilbur Baldinger, day city editor of same sheet, and Harry Kodinsky were elected to executive board to fill vacancies caused by recent resignations of Charlie Leith and Wilbur Coffman.

Post-Gazette chapter soon to begin negotiations with Paul Block's Pittsburgh representatives for new contract, current agreement expiring in a couple of months.

Despite feuding between Los Angeles Chapter of the American Newspaper Guild and Central Labor Council which is trying to effect an A.F. L. tie-up with publishers, L. A. Herald Express is continuing its negotiations with the Guild. Up to date Hearst evening paper has agreed to include five-day-week of 40 hours, meal time, overtime pay, sick leave, vacations, dismissal pay and notice, pay for expenses and equipment and recognition of Guild as authorized bargain agency.

Chi. Des Moines Eye Omaha

Since passing of Omaha Bee-News six weeks ago left town with only one newspaper, the Bee-News circulation has developed with Chicago Herald and Examiner and Des Moines Register in lead.

Chicago daily, virtual leader, now concentrating on Sunday distribution and has bought time on station KOIL for one-half-hour show. Sheet going on with "Uncle Ben" and "The News," show worked out formerly with Bee-News.

Basil L. Walters, managing editor for Des Moines Register and Tribune, goes to the Cowles Minneapolis Star as editor, while Gardner Cowles, Jr., vice president and executive editor of the Register and Tribune, assumes the title of managing editor. Kenneth MacDonald, news editor on the Register since 1931, has been appointed assistant managing editor and other promotions will be made.

Flaw in Monopoly

Discussion of drama cricks by several literati, last week included mention of George Jean Nathan. One asked whether Nathan was the critic for a certain magazine. Was told off with: "No, that's the one he doesn't write for."

'Covering' Windors

For picture coverage of the Duke and Duchess of Windsor, the Associated Press has sent James Laughhead and his wife, Iris, from Dallas, Texas, to Europe in order to return on the same ship with the Windors when they arrive here.

Laughhead is on the payroll, but depends on his wife to assist him, hence A. P. is paying her expenses. First instance of this type of team picture coverage by the A. P.

Circus Mag Bankrupt

Involuntary petition in bankruptcy filed in N. Y. federal court, against Circus Magazine, Inc. Petitioners were Select Printing Co., Inc. Joseph Ginsberg, of 80 Lafayette St., and Drug Alliance Corp.

Lorimer's Will

George Horace Lorimer left an estate of more than \$250,000, his will, filed in Norristown, Pa., last week, revealed. Residuary estate goes to his wife, Alma, and two sons, Graeme and George. Burford Lorimer, Graeme is now associate editor of the Post. Will bequeaths \$10,000 to Adelaide W. Neal, associate editor of the Post, in appreciation of her help in Lorimer's business affairs for 25 years, and \$5,000 to Margaret P. Davies, a secretary.

All his art objects and antiques he directed shall go to the Pennsy Museum and School of Industrial Arts. He left 500 acres of land to the Park Commissioners of Montgomery County, Pa., where he lived.

Two L.A. Eds Move Out

Matt Weinstock resigned as managing editor of the Los Angeles Illustrated Daily News to devote all his time to his column, "Town Talk." J. W. Ward, financial editor, succeeds. Templeton Peck, city ed., also resigned to do public relations work for Stanford University and to lecture on journalism.

New Monthly

Direction, a new monthly mag, will be on the stands the first week in December. Editorial offices will be in Darien, Conn., headed by Maurice Tucker and Harriet Bissell. Eliot Stark, formerly with United Artists, David Cusick and Maus Darling are handling the business end from N. Y. First issue will have pieces by Dreiser, Dos Passos, John Hyde Preston and Le Corbusier.

Mag will have a liberal slant, carry many pix and sell for a quarter.

Kid McCoy Writes Book

With his book, titled "The McCoy," off the press Nov. 10, Kid McCoy (Norman Selby) will head for California on leave of absence from Ford Motor Co.'s Dearborn (Mich.) plant, where ex-pugilist has been on Harry Bennett's general payroll since being paroled several years ago.

McCoy, whose book describes his up-and-down career, says he may join Barney Oldfield, who's running a country club on Coast, or might travel around plugging his book.

Iowa Authors Being Traced

Iowa authors living in other states will be invited back during the Iowa centennial celebration next fall, according to plans of the Iowa Authors club.

A book fair, putting emphasis on books by Iowa authors, also will be held, according to Forrest B. Spaulding, club president.

Douless Joins News-Week

Humphrey Douless, Sunday editor and critic of the Post, Bridgeport, has been appointed to the staff of News-Week, joining the mag Nov. 1. He will handle the picture, art and music department. In addition to his newspaper work Douless had built up a rep in the Norwalk-Week section as a commentator on the stage and screen, appearing before clubs and civic organizations. Prior to joining the Post he was editor of the Norwalk Sentinel.

Shakeup at News-Week recently with Richard Montague, book and foreign dept. writer, Mary March of the stage and screen dept., and George Heyer, photo. out, J. Daps Tasker has resigned as assistant to the executive editor.

Walter Fitzmaurice of news-week

ARMSTRONG CHAMP, K. O.'S PETE SARRON

By JACK PULASKI

Those fellows who make the prices on fight wagers nailed the odds at three to one on Henry Armstrong, which proved plenty right, but there were many taken who didn't believe Pete Sarron would be beaten over the 15-round route. But those who have watched the Little Coast colored crusher called the turn that the Syrian from Birmingham was due to get it on the lug before half the distance.

Abe Attel, former featherweight champ, mooched in to the seat that Charley Cochran was supposed to occupy at Madison Square Garden Friday night, and the fight with his shoulders, he was that excited. He started chinning, claiming to have told Sarron's handlers to let him rest during some rounds and let Armstrong grow arm-weary. Pete was up against the ropes in the sixth round taking it without return. Attel repeated: "He's resting." Then the lads moved to the center of the ring and Hank socked in a Sunday punch. Sarron went to his knees and a guy cracked "You're right, Abe, he's resting all right."

Sarron was counted out. He was probably groggy but contended later that he failed to see the right count or he would have gotten up. Pete had never been sent to the canvas in 12 years of fighting but the chances are he would have been knocked cold had the contest gone much longer.

The little Jack Dempsey from the West did not have it all his way, in fact he took many a sock on the beaver and body. Reports were that he could not retain his strength if making the 126-pound limit required for featherweight title scraps. Kid weighed in at 124 and acted as if in the pink. Henry lost the first two rounds, Pete showing his best form in the early sessions.

Then the bout became a real battle, the Southerner with thinning hair apparently being able to take everything in the Armstrong repertory. But the class of the colored boy began to tell. Men in the sock and belt took him to the best little fighting machine in the world and his record for the past year about certifies that rating.

The featherweight division has been in contention for some years and Sarron was regarded as the title holder officially or otherwise. Match with Armstrong was announced as a championship contest and there can be no question about winner's right to the crown. He was supposed to take on Mike Bellosie but the latter has been ill and anyhow he was kayoed by Henry last winter.

Armstrong is matched to fight Billie Beaulohd, a lightweight, on Nov. 19 at the Garden and opinion is that the little guy will jump that hurdle and go on to the championship of that poundage, too. Seems just a matter of the boy keeping in shape. He is the boy virtually sponsored by Alolson, who has compiled plenty of bets on his victories.

This Friday, at the Hippodrome, Harry Brelay and Jimmie Woods will mix it up. Spot is operated by Mike Jacobs, who staged his first Garden show last week, Armstrong and Sarron topping.

financial department has joined the Washington bureau of INS.

CHATTER

Vera Brittain on lecture tour. Boston Book Fair opens Nov. 8. George O'Neil is in N. Y. from Hollywood.

Children's Book week scheduled for Nov. 14-20.

Book and Magazine Guild benefit dance on Nov. 13.

Books for money mags being held up until stock market improves.

H. V. Kaltenborn will speak at the Harvard Club tomorrow night (4).

Ralph Allan, rare book dealer now with the English Book Shop in N. Y. Dorothy Kilgallen now writing mag pieces and has sold one to Cosmo.

Alfred Friede now has a sales and criticism service for authors in Hollywood.

Harrobs has bought English publication rights to Eugene Lyons' "Assignment in Utopia."

Isidore Feinstein, editorial writer of the N. Y. Post, has changed his name to Isidore Stone.

Cavalacade has been enlarged and possibility of still bigger mag is being contemplated.

Frank Desmond, for years on the nite city desk of the American, now

(Continued on page 63)

Football

By Dick Fishell

This football season certainly has been inconsistent. Teams, as well as coaches, are completely baffled as to how effective they're going to be each week. There are still favorites selected by those that make the odds, and likes and dislikes by some who feel they have quite a knowledge of the game. We're not in either class, so here is our expression.

Alabama at Tulane

Tulane, on its record alone, is not strong, while Alabama keeps rolling from week to week in that same dreadnought fashion. 'Bama will be a tremendous favorite and will win.

Auburn at Tennessee

Auburn looked like it had something there, but Rice, on the rebound, caught up with them. They're

with a great overhead game and a big but alert forward wall. Passes will again be Manhattan's Waterloo.

Purdue at Fordham

Here's the key game in the Ram's schedule, and they clear it, Rose Bowl recognition might turn their way. The Fordham defense is certainly adequate and their offensive maneuvers functioned smoothly last Saturday. They seem to have it, but a strong Purdue squad, led by Cecil Isbell, is the toughest kind of opposition. We still like Fordham.

Illinois at Northwestern

Northwestern's quite a ball club. Only loss has been to Ohio State, and their unseasoned linemen now have the necessary experience. Illinois is just so-so, and, though due for

Probable Football Winners And Proper Odds (Nov. 6, 1937)

By DICK FISHELL

Game	Winner	Odds
Alabama at Tulane	Alabama	3 1/2/1
Auburn at Tennessee	Tennessee	6/5
Baylor at Texas	Baylor	2/1
Brown at Yale	Yale	2 1/2/1
California at Washington	California	2 1/2/1
Carnegie Tech at Duquesne	Duquesne	8/5
Michigan at Chicago	Michigan	12/8
Colgate at Holy Cross	Holy Cross	8/5
Columbia at Princeton	Princeton	3/1
Dartmouth at Princeton	Dartmouth	3/1
Detroit at Manhattan	Detroit	6/5
Purdue at Fordham	Fordham	6/5
Army at Harvard	Harvard	7/5
Illinois at Northwestern	Northwestern	2/1
Indiana at Ohio State	Ohio State	9/5
Minnesota at Iowa	Minnesota	3/1
Stanford at Southern California	Lafayette	6/5
Pittsburgh at Notre Dame	Pittsburgh	9/5
Penn State at Penn	Penn	9/5
Arkansas at Rice	Arkansas	8/5
Stanford at Southern California	Southern California	7/5
Marquette at Villanova	Villanova	3/1
Mississippi State at L. S. U.	L. S. U.	3 1/2/1

(Predictions Based on Fair Weather) COPYRIGHT, 1937, BY VARIETY, INC.

still dangerous but the Tennessee Volunteers, with sound coaching and excellent talent, will touch them.

Texas at Baylor

There are no dark horses, but there's nothing blacker there any more. Baylor stands out as one of the best in the nation, while Texas, though a good squad, has not won a major victory. Baylor Bear will roll on.

Brown at Yale

Brown is up 'n' coming and its victory over Columbia has given them the necessary confidence. Yale is due for a letdown after an important and tough afternoon. However, the Bull Dogs should have enough to just grab a shade over the Brownies.

Washington at California

The Pacific Coast situation seems to be no longer a mystery, but that big California Bear must still play out its schedule. Cal all the way.

Carnegie Tech at Duquesne

Here's a bruising affair with two squads and no love lost. Tech has shown a scoring punch, but the Dukes are dynamite. Duquesne's been pointing for this game with two brothers since Pittsburgh. Tech has taken the knocks and that's why it's Duquesne to win.

Chicago at Michigan

This is a breather for Michigan, now riding high with two Big Ten victories under its belt. Thirty points should separate, with Michigan on the long side.

Colgate at Holy Cross

Not the same old Colgate. Not the fire and dash that's marked their play in the past five years. Cross is too big and Omskany will be back in action. That's all that's needed.

Columbia at Navy

Lou Little's small squad, both in size and number, are in a bad way physically. The powerful Cornell line took a heavy toll. The Midshipmen, with ingrained back in shape, are just about ripe to go. They're playing at Annapolis, and it's a tough place for visitors to win at. Stay with the Sailors.

Dartmouth at Princeton

That Princeton Tiger is pretty sad, and right now resembles more of a kitten. The Dartmouth Indians appear to be the class of the Ivy League, and they'll ramble all over Palmer Stadium to win going away.

Detroit at Manhattan

Clutch Meehan pulled one out of the bag against Georgetown, because he met power with power. Detroit is a completely different type team,

a good day, we don't think this will be the one. Northwestern tops them.

Indiana at Ohio State

The Indiana boys had rough Saturday, with plenty of while the Buckeyes fooled with Chicago. State has the manpower and a week's relaxation. Don't believe Indiana can stay up there with the Buckeyes.

Minnesota at Iowa

The worst season in years for the Gophers, but you can chalk that up to Old Man Law of Averages. Iowa's no pushover, but Gophers will win.

Rutgers at Lafayette

With Lafayette undefeated and Rutgers surprisingly strong, this should provide plenty of excitement. The Scarlet team in New Brunswick gave Princeton trouble, but, after Harvard, we know why. Lafayette is really leveling, and there's too much punch there for Rutgers.

Pittsburgh at Notre Dame

The Irish victory over Minnesota still doesn't stamp them as a great squad. Discount that game and they have been only mediocre. Pittsburgh got everything and would rather take Notre Dame than anybody on their schedule. Goldberg's back in shape, meaning Pitt cops.

Penn State at Penn

One week has made a lot of difference in this Penn squad, where they've come a long way to now establish themselves as favorites over State. State is good, but their Syracuse comeback was an awful blow. They won't recuperate rapidly enough to stop Pennsylvania.

Arkansas at Rice

Rice turned the tables on Auburn, though a tremendous underdog. Arkansas has one of the top offensive machines in the country. Rice may score, but Arkansas will win.

Stanford at Southern California

That Coast situation is completely bewildering, so much so that coaches are glad when their squad shows up for the game. On their records these two are pretty evenly matched, and Schindler gives USC only edge.

Marquette at Villanova

Marquette has been a woefully weak sister with no guns at all. Villanova has sharpshooters and bombers of every description, and should take this game very handily.

Mississippi State at LSU

Mississippi is not faring well, and Major Sasse, former Army man, just doesn't have the talent. LSU is one of the best equipped squads in the South, and should sizeable score.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. VARIETY takes no credit for these news items, each has been rewritten from a daily paper.

East

Burns O'Sullivan, of the Ringling show, appointed to head the WPA indoor circus in N. Y.

Federation of N. Y. State Music Clubs held a luncheon Friday. Urged founding of a fine arts department by the government to encourage music and painting. Support for native composers stressed.

Latest in Rockefeller Center is a gourd show which opened Friday.

First of his kind.

David Hays, co-writing 'Miles at Heaven' for another try.

London Intimate Opera co. here for a tour under direction of Wm. Phillips Dodd. Has but three members. 'Frederick Woodhouse, Wilfred Radford, Geoffrey Dunn.

Edward Zabusky, asst. manager of a picture theatre, convicted in special sessions last Thursday of a bank note fraud. Found that other theatres obtained their bank note supplies from the same firm and picked up the winning tickets. Sentence, Nov. 12.

Primo Carnera tells London bankruptcy court that his liabilities are \$24,620 and has no assets.

'The Road Back' banned by Brazilian censors.

Cocktail party marked the change from the Comedy to the Mercury theatre last Friday.

Sale of found and unclaimed articles on the Interboro Rapid Transit included a collar, which brought the top price of \$100. There were 1,200 umbrellas.

French government given authority to continue Paris fair next summer if it desires.

Pennsylvania traffic board to put out a fleet of 300 police cars, painted white. Figured the color will warm motorists to slow down at night.

WPA circus, opening the indoor season, to feature a troupe of trained bears.

Cranmercy Park cinema opened last week to appeal to the sand park crowd. At 23rd and Lexington.

League for Political Education to have three series of lectures on the drama. John Mason Brown, Willard Walter and Lucille Barrow Turner.

Projectionists' Local 306 got into politics last week when it assailed P. Mahoney Democratic candidate for mayor. Charged that he presented excessive bills when he served as counsel to the union.

First wax record of the decade of the human voice was run off at the Smithsonian institute last week. Recorded by Alexander Graham Bell while Edison was working on his tin foil sheets. Put in the Smithsonian by the inventors to establish priority. Last played in '81.

Toscanini walked on British Broadcasting Co. last week when the orch supplied failed to play a passage to his liking. Went back later.

Jurors in a federal court case went to the Paramount last week, ordering a government check. House refused to accept checks, so they saw the show at the Capitol instead.

Sinclair Lewis last week lecture in Cedar Rapids, Ia. last week because he could not find his glasses.

Strand theatre, Ocean City, N. J., wiped out by fire last week. Fire started in the lobby, which collapsed and fell into the auditorium. Only the marquee left standing.

Eugene O'Neill has sold his Georgia home. To settle in California.

Reginald E. Dunn picked up by N. Y. police at request of federal authorities. They want him to pay tax on \$50,000 in '34. Feds say he's a card sharp.

Plymouth (Mass.) chamber of commerce takes action to keep Grover Whalen from making Plymouth Rock one of the World's Fair exhibits.

Grace Moore buys a 300-acre farm at Newton, R. I. Has a 300-year-old house.

Autograph seekers at Town Hall concert lifted the purse of the wife of Richard Tauber. She asks the return of a cigarette case it contained, valued for sentimental reasons.

Ludwig Satz, Yiddish actor, to open the 'most lavish' cabaret in town down on Eldridge street.

U. S. Grand Jury to investigate charges of bribery in the Narragansett race track case.

Coast guardsmen from Shinnecock Bay station defeated the former champions from the Squaw (N. J.) station in a surf boat off Sandy Hook last Sunday.

Drama Critics' Circle to make an annual award for the best foreign play to be done in English on local stage each season. Additional to current award for the best native play.

Joseph W. Harriman, former president of the defunct Harriman bank, now an auto salesman.

Mayor LaGuardia dedicated the new transmitter station of WNYC last Sunday. Directional antennae on 304 foot tower.

Yiddish Theatre Alliance inaugurates a drive for benefit of needy members. Starts with a con-

cert at Central Plaza, Sunday night (7).

Cornerstone of new bridge across Long Island Sound laid by Mayor LaGuardia of N. Y.

Eva Le Gallienne abandons her new repertory company while first show is in rehearsal. 'Practical difficulties' were the reason.

Sven Jorgensen, owner of the Wivel Club, N. Y., discharged by Magistrate Brodsky on a charge of assault. Mrs. Evah Lester, wife of the Great Lester, failed to prove he struck her.

McKeesport, Pa., football team suspected of stealing 11 football uniforms from St. Peter's Church. Uniforms were used Sunday to play the prison team of Rockview Penitentiary.

Class of '97, Smith College, Northampton, Mass. is offering two \$50 prizes in songwriting contest. Competition is limited to students, faculty and alumnae. Song chosen will be a school number, and must be assigned for unaccompanied singing by female groups.

Samuel Gordon of Phila. was arrested and held in \$50 bail in raid on club. Paid the fine with 5,000 cents. Took seven cops an hour to count them.

Coast

Virginia Bruce and J. Walter Ruben announced their intention to wed in Hollywood.

Marriage of Virginia Lee Cady and Edgar Bradley actor, was annulled in L. A. superior court at the plea of the wife.

Amended suit for separate maintenance was filed in L. A. superior court by Nola Luxford, actress, against her husband, William Baurendt, Jr.

John Barrymore purchased a yacht named Infanta II to replace the original Infanta, sold at auction last month.

Divorce decree was granted in L. A. to Helen Mack, actress, from Charles C. Irwin, theatre man.

Mrs. Josephine Dillon Gable, former wife of Clark Gable, is detained in a suit for \$25,750 brought by Eleanor Benjamin, professionally known as Eleanor Brooks, who charges she has been bitten by dog while attending the defendant's drama school.

Appeal has been filed by Richard Arlen with the board of appeals for an allowance of \$10,379 for professional expenses incurred in 1934.

Divorce proceedings were started in L. A. by Mrs. Ethelyn Claire Westmore, actress, against Earl Westmore, makeup artist.

Leonard McLagen, brother of Victor, was arrested in L. A. charged with attempting to obtain money from Philip Chancellor, wealthy Hollywoodian, under false pretenses.

Ruling of California attorney general has thrown last week's order of directors of Bing Crosby's Del Mar Turf Club to pay over one-half of the pari-mutuel 'breakage' from the Del Mar racing track to the state last summer to the 22d agricultural district under terms of the club's lease on state property.

One day's litigation between Metro and Freddie Bartholomew was disposed of in L. A. superior court last week when moppet's father, Fred Bartholomew, \$25,000 Union Bank & Trust Co. guardian of his estate, and nine attorneys, was dismissed by mutual consent.

Sam Lauletta was convicted in L. A. of breaking the law of Honey Dey Dixon, dancer, with sentence to be given Nov. 9.

Paris Replica

(Continued from page 1)

some eight different famed cafes and niteries will be on the scene, and of course this present eight different moppets for boxoffice.

There will be a Chez Graft for the seafood; a Moulin Rouge; a Bal Tabarin; a Chat Noir; a terrace cafe and everything of this sort familiar to the most casual American tourists to Paris.

Berlin Had One

Main gate admission will be \$1 for an entire evening of dancing, but the flanking sideshows will be a sort of Haus Vaterland in a Gallic setting. Just like the once-famed Be'linitery had a series of different rooms and niteries, each with a distinct flavor, so will each of the Montmartre cafes feature a special kind of night life. It's intended to tie up this venture with the official French tourism patronage as a build-up for U. S. travel to France.

Mammoth Montmartre cafe belt will, of course, supplement the present-day French Casino.

Meatime Fischer returns to Europe Nov. 11 to bring a new show

for the French Casino for January premiere. It'll be the most lavish of the series, and an extraordinary advance ballyhoo will attend under special agency of Dorothy Kay, who's leaving the Monte Proser association at the French Casino to go on Fischer's payroll and start ballyhooing the new show from Paris.

Fischer last week settled the \$14,000 claim for salary arrears preferred against him by Jacques LeGuada of N. Y. L. A. Besides being apart now, Charles is the producer at the competitive International Casino on Broadway. Charles alleged that he helped put on the first two Fischer shows in America. Sued for royalties, salary, etc.

Fischer's new idea for the French Casino will entail a show of two or three weeks in order to build the special tanks, etc. which has contrived a la the old Hippodrome's water ballets, etc.

Pres Portrayal

(Continued from page 1)

tion sent in on White House stationery as well as a request for seats by Col. E. W. Starling, head of the White House Secret Service, had locals visioning by Mrs. Roosevelt and possible official objection and censorship. Nothing happened.

Col. Starling, present opening night, denied attending performance in official capacity. Although crowds lined streets leading to Ford's opening night and photographers hung from many points of vantage, no member of the White House family showed. The closest crowd got to ogling government celebs were Bernard M. Baruch, J. E. Shouse, Rear Admiral Cary T. Grayson, Mrs. Catherine Connor, Democratic National Committee woman from Kentucky, Mrs. Eleanor Patterson and some others.

No public comment by visitors on portrayal of F.D.R. and cabinet members by Cohen and his company. Some of the record cracks, however, about playwrights George Kaufman and Moss Hart showing spots of bad taste here and there in the script. Interesting angle was reaction to third term stuff by audience, with applause from the balconies and laughs from the main floor.

Some changes made during the week, but not because of official pressure, included deletion of scene depicting F.D.R. going for huge bankroll on the purchase of armaments amidst his efforts to balance the budget. Show did record breaking biz with complete sellouts for every performance and tickets bought way in advance.

Spirit of Co-op

(Continued from page 1)

titled to a better break, as their spirits are a home product and Scotch is imported.

Washington, Nov. 2.

Elbow-bending on the screen last week was attacked by the Washington Women's Christian Temperance Union in an attempt to have the authorities crack down on films which show scenes of cocktail and highball parties. Motion picture industry was implored to 'minimize scenes that put emphasis on drink for the sake of the influence upon its use' by local society of blue-nosers.

Copper-Culver B.H. prohibiting advertising of alcoholic beverages in interstate commerce and over the radio, also was approved, and W.C.T.U.'ers further urged adoption of a law to prevent manufacture of rum by the Government in the Virgin Islands.

Due Bill Opera

(Continued from page 1)

relieve itself and its subsidiary. NEC of \$100,000 load installed in the cost of the opera, over other essential expenses, and at the same time boost the billings for the blue, has been largely prompted by another obligation which it assumed after lying up the broadcast rights to the operas for the 1937-38 season. This was the Arturo Toscanini series, which will cost RCA over \$250,000 anywhere between \$250,000 and \$400,000, with the amount above the smaller figure depending on how the first four of these symphonic programs are received by the listeners and the press.

OBITUARIES

EPH ASHER

E. M. (Eph) Asher, 49, associate producer at Universal and veteran film executive, died Oct. 29 at Cedars of Lebanon hospital, Hollywood. He had been in a coma from the time he was stricken.

Funeral was held Nov. 1 at the Wee Kirk of the Heather, Glendale. Rabbi Edgar F. Magnin in charge. Burial followed, in Forest Lawn Memorial Park.

Born at Susanville, Calif., Asher began his business career in a department store after completing his high school education in San Francisco. Later he engaged in ranching and in 1920 entered the picture business as a salesman for the Sol Lesser Enterprises. He operated the First National Exchange in San Francisco and was executive head of the Turner & Dahnen theatre circuit.

His first production experience was with Mack Sennett, with whom he was associated for five years. Subsequently the production firm of Asher, Small & Rogers was formed with Edward Small and Charles B. Rogers, which produced a number of Corinne Griffith pictures as well as a series for First National release.

In 1931, Asher joined Universal as a production associate of John M. Stahl. During his Universal con-

tary, which was such a success that she made an English version of it in London.

Her last picture was 'Togger.' She was never married. Her father, Dr. Karl Muller, survives.

BOBBIE BAIRD

Mrs. Bobbie Baird Ryan, wife of Don Ryan, Warner Bros. scenarist, died Oct. 27 in Los Angeles after a lingering illness. She was known as a dancer under the professional name of Bobbie Baird.

Body was sent to Hamilton, O., for burial Oct. 29.

MARY HEATHFIELD

Mrs. Mary Heathfield, 63, playwright, died in New York, Oct. 27. Though the author of many plays, her only produced work was 'The Ragged Edge,' which Al H. Woods presented in '35. It had a run of one week, in Boston, in her birth place and former home.

JOSIE WINTER

Josie Winter, 38, formerly of the dancing team of La May and Josie, died Oct. 25 in the Sassaquin Sanatorium, New Bedford, Mass., where she had been a patient for the past eight years.

Interment locally.

WALTER GRONOSTAY

Walter Gronostay, 31, one of Germany's most outstanding composers, died unexpectedly Oct. 10. His widow and three-months-old baby survive.

JEFF DAVIS

Jeff Davis, 51, for many years booker in the RKO vaudeville exchange, died Oct. 30 of a heart attack in Boston.

Mrs. Marie E. Prinz, 63, mother of LeRoy Prinz, Paramount dance director, died Oct. 27 at Racine, Wis., from heart attack.

Hugh W. Allen, 48, of Warner studio purchasing department, died Oct. 26 in Hollywood. Widow and two daughters survive.

Eddie Fralick, w. k. waiter captain, late at the Paradise, N. Y., died suddenly Oct. 29, aged 40, in N. Y.

Walter Blumenthal, 64, father of A. Pan Blumenthal, v. p. of Grand National, died in N. Y., Nov. 2.

Father of Duke Ellington, orch leader, died in New York Oct. 23.

BIRTHS

Mr. and Mrs. John Moses, daughter, Oct. 26. Columbus, O. Father is chief announcer at WHKC.

Mr. and Mrs. Philip Rapp, son, in Hollywood Oct. 25. Father is screen writer.

Mr. and Mrs. Henry E. Millar, daughter, Oct. 23, at Culver City, Calif. Father is property man at Metro.

Mr. and Mrs. Bernie Pollack, son, N. Y., Oct. 29. Father with Mills Music Co.

Mr. and Mrs. Victor Ratner, daughter, in N. Y., Oct. 24. Father is sales promotion chief with CBS.

Mr. and Mrs. Joseph Scensul, son, last week in Kalamazoo, Mich. Father is an owner of the Club Hollywood, Kalamazoo.

Mr. and Mrs. Ken Niles, daughter, Oct. 31, Los Angeles. Father is a radio announcer.

Mr. and Mrs. Lou Castleton, daughter, Oct. 28, in California. Mother is Mary Owen, of Cass, Mack, Owen and Topsy, vaudeville act.

MARRIAGES

Virginia Moss to Cresson Smith, Jr., in Esbrough, Oct. 28. Groom, son of RKO sales executive, is manager of Trans-Lux theatre in Washington and until recently was in charge of a Pittsburgh house for WB.

Adele Zahndt to Fred Moegel, in St. Louis. Groom is chief mikemanager of WTMV; bride is daughter of St. Louis ad agency exec.

Mary P. Regensberg to Leonard Feist, announced to take place in New York in December. Groom-to-be is son of the late Leo Feist, founder of the music publishing firm of the same name.

WHAT THEY THINK

A Plea for Burlesque
Brooklyn, Oct. 26.

Editor, VARIETY:

Now that burlesque has been subjected to another in the seemingly unending series of sad songs, with its inevitable early doom forecast by every amusement specialist in the country and the grave carefully dug to harbor the charred remains, how about a word or two from an inexperienced onlooker who not only feels that the entertainment industry still has need of its much abused stepchild, but also is convinced that the funeral services can be postponed indefinitely with the aid of a little prompt action on behalf of certain interested groups.

Perhaps the very best indicator of what's wrong with burlesque today has been the attitude displayed by its representatives ever since the day of padlock a few months ago. After the 'say it ain't so' period of reaction had passed, a number of sentimental outbursts, the dear, dead days of burlesque's past glory, in which the tear stains were practically visible beneath the printers' ink, began to appear in the forum and other editorial sections of VARIETY. Not one of the letters, as I recall, suggested a really constructive step; the legitimate stage moved themselves to a plea towards moving back the clock some 25 years, and to a passionate listing of the Bobby Clarks, Fanny Brices, Sophie Tucker, Jim Bartons and Bert Lahr, who graduated from burlesque ranks into stardom.

Far more significant, however, than the individual performers moving into a higher branch of endeavor are the countless basic ideas originating in burlesque which were adopted by the more far-reaching branches of the entertainment world. Practically every division of the show world has taken to borrowing ideas from burlesque, and invariably with excellent results after a bit of polishing.

The early silent films completely monopolized the legitimate stage, and the 'Abie's Irish Rose' out of 'Krausmeier's Alley,' a 'Three Men on a Horse' and countless imitations out of the old burley bit of the timid solo who is subdued for 2 1/2 acts and then gets a bun on and whips hell out of his dominating relatives. As George Jean Nathan has pointed out, here, much of the brilliance of Noel Coward and other drawing-room comedy dialog is nothing but the old Columbia and pre-Columbia wheel dialog wrapped into a dinner jacket and evening gown.

Even radio, that ruthless borrower from everywhere, has sunk back to the age-old amateur night that was a standard Friday night added attraction at every burley phenomenally successful program cycle of the past 10 years. The list could be continued indefinitely and each item shows the full dependence of the entertainment industry upon burlesque, yet the weeping ex-burlesque Ziegfelds never once mentioned it in their letters.

Of that other great need, more and better, and fresher and clearer humor and better comedians, interpret it, all that can be said is that, given the material, a lot of comics who at present inspire nothing but an attack of sleeping sickness will take on a new lease of life. Most of the comedians, who've weathered the past few years during which they were classified as stage waits, still retain enough audience appeal and a fine enough sense of timing to put across their dialog or their blackout with considerable punch. Naturally, if an audience knows all the answers and has been fed the same bits for a decade or more, the laughs will be lacking, but with fairly promising new material that would be a different story.

The sole problem, therefore, seems to be where to get the material. Contrary to general opinion, not all sketch writers are on advertising agency or Hollywood payrolls.

If perchance the producers might get together and announce serious intentions of wanting to do something about the situation, I'm sure enough press support and public good-will could be summoned up to support the old institution. New interest could be revived and a batch of worthwhile sketch ideas might be discovered by means of a blackout contest, promoted by the combined stock and wheel shows with the aid of a little showmanship.

Erwin Single.

Television Worries Alayed
E. St. Louis, Oct. 27.

Editor, VARIETY:

Factual items on television in Oct. 20th's VARIETY is, to my knowledge, the industry's first realistic report.

For the last few months I've been wondering if I shouldn't start studying stage production so as to be more completely ready for television when it comes popping around that day-after-tomorrow corner predicted by Radio's biggies.

Now I'll worry less about tomorrow's bugaboos and work more on developing today's infant art.

Woody Klose,
Program Director, WTMB.

More Great Plays—Players
Los Angeles, Oct. 27.

Editor, VARIETY:

Your article, Oct. 6, 'More Great Players in Great Plays' interested me as I have been attending legitimate plays since 1888 and have kept a record of hundreds of plays, stars, etc. to the present.

Corrections in your list as I remember them:

Pauline Hall, not Hale.
'The Phoenix,' not 'The Sphinx.'
'A Message from Mars,' not 'A Messenger from Mars.'

Robert Souder.

Literati

(Continued from page 62)

on the rewrite staff of Philly Ledger. Marion Taylor is editing weekly entertainment guide for Detroiters called 'Where-What-When' in Detroit.

Frank Desmond, formerly of the New York American and Philly Bulletin, added to rewrite staff at Philly Ledger.

Look magazine opened a Hollywood office with Earl Theisen and J. C. Herrick in charge of local coverage.

Helen Simpson sails for England this week. Her new novel 'Under Paparazzi' will be published in February.

Davis Merwin, publisher of The Minneapolis Star, resigned last week under doctor's orders that he must take an extended rest.

Herbert Brucker, asst. to the Dean of Columbia's School of Journalism, author of a book titled 'The Changing American Newspaper.'

Troy Newswriters, who will stage annual dinner-show at the Hendrick Hudson hotel Dec. 11, have selected Norman F. Bowen of Record, president.

George Earle, son of Pennsy's governor, upped from copy boy to sports staff of Philly Record. Bill McAdams also shifted to sports side from rewrite.

Wilbert Seldes new book 'The Mobster Come from America' out last week. Preface is by Charles Chaplin. Seldes is director of Television for CBS.

Joe Alsop has left the N. Y. Herald Tribune to join the Times where he is working for NANA. Robert Kintner is also scheduled to go to NANA from the Trib.

Bill Feist, city hall man for Ledger, Philly, has shifted over to the Inquirer. Maxie Morrison, Ledger general assignment staff, goes to the Hall beat.

Earle Sparling quit the World-Telegram last week (28), after a spat with Homer Thorne. Sparling might have had severance pay had he been fired, but chose to quit.

Elliott Paul who walked out of the Paris Herald office in 1931 left his hat there on the hook. Coming back to N. Y. via Paris last month, he stopped in and demanded his hat.

Virginia Lemont, radio editor of Columbus Citizen resigned to accompany her husband, Texas, LeRoy Oatis, who preceded her on the radio desk, has taken over for the present.

George Kearney, manager of Public Ledger Syndicate, Philly, spied on 'Psychology of Molding Public Opinion' last Thursday night before Philly Club of Advertising Women.

Joe McLaughlin, Philly Record scribbler, given a wage upping and promotion for breaking 'Minute Men and Women of America' story in the sheet exclusively couplea weeks ago.

George Seibel, dramatic critic of Hearst's Pittsburgh Sun-Telegraph until a year ago, has joined staff of Filion Studios in Pittsburgh to teach appreciation of poetry and technique of drama.

Templeton Peck, city ed of the L. A. Daily News has been upped to special lecturer on journalism at Stanford and left last week-end for

Palo Alto. Successor on desk not announced yet.

Harold Noon, former Coast newsman, also ex-studio flack, has acquired the Arcadia (Calif.) Daily Tribune and Weekly News and plans to publish a tip sheet during the Santa Anita race season.

Jack Ellis is suing Simon & Schuster over Jerome Weidman's book, 'I Can Get It for You Wholesale,' alleging that his rights in the song of similar title written several years ago have been infringed on.

Cliff Weselmann, photographer of the Hollywood Citizen-News has developed a method of snapping pics on the screen during motion picture previews. Pictures thus taken will appear in connection with preview stories.

Laetitia Bolton, p.a. for Little, Brown, joined Modern Age Books this week (1). She has been with Little, Brown for two-and-a-half years. Ann Ford, formerly an advance p.a. for the Theatre Guild succeeds Miss Bolton.

West Dickson, former p.a. and gagman and one-time sports editor of N. Y. Morning Telegraph, has a whodunit, 'Deadman Talks too Much,' hitting the stands this week. Novel, published by Lippincott, has a Hollywood locale.

The Deepw Olive and Cherry Fishin' club, formerly called the Wednesday Marching and Chowder Society which meets on Friday will celebrate Cheese week by a dinner Nov. 12 at the Waldorf-Astoria. Crosby Gaige will be toasted cheese-master.

Random House will publish the Kaufman-Hart musical 'I'd Rather Be Right.' Other plays on their list this season are S. N. Behrman's 'Amphitryon 38,' and 'Wine of Choice,' Clifford Odets new play 'Golden Boy' and Sidney Howard's 'Ghost of Yankee Doodle.'

P. K. Thomajan, for many years associated with Harold Lloyd, First Division, Radio Production and others in pictures, is now specializing as a stylist in advertising copy, plus writing books and verse. 'He's has just published 'Hymns-to-Fers,' which sells at \$2 and has a full page of verses in the current issue of Bachelor.

Frances Marion's 'How to Write and Sell Film Scripts,' published by Covici-Friede is out this week. Includes complete script of 'Marco Polo' by Robt. Sherwood.

LITERATI DEATHS THIS WEEK

Charles Morris McLeannan, advertising manager of The Florida Grower, died at his home in Tampa, Fla., last week following a heart attack. Wife and two sons survive.

Arthur Henderson, 54, for many years a member of the Philadelphia Ledger art staff, died of pneumonia at Bryn Mawr (Pa.) Hospital last Tuesday.

Mrs. Florence M. Kingsley, 78, author of 32 novels, died on Oct. 27 in Staten Island, N. Y.

William H. Ives, 67, a former official of the Macmillan Co. died in Mt. Kisco on Oct. 26.

Edgar Meis, 70, of the Federal Theatre's Living Newspaper Project and a former New York and Philadelphia newspaperman, died on Nov. 1.

No Sunday in Macon

The Georgia State Fair ran into difficulties here in trying to combat the Georgia blue laws by keeping the fair open on Sunday (Oct. 24).

Rides and shows of Johnny J. Jones Exposition were kept over for Sunday showing under American Legion, for charity, sponsorship. Gates opened at 1 o'clock but were closed by police under orders of mayor.

Too Many Carneys

Pine Bluff, Ark., Nov. 2. Until lately the city of Pine Bluff charged carnivals a license of \$300 to show in this city, but recently the fee was reduced to \$100.

This has caused so much complaint at the number of carnivals coming here that the city council is planning to put it up to the merchants to say if they want the higher license fees put back into force.

Starting the Season

St. Paul, Nov. 2. Minnesota's Sportsmen's exposition, skedged for seven days beginning Thursday (11), will usher in official St. Paul's Greater Winter Carnival, which is to be climaxed by Carnival Week in February.

MRS. RINGLING TO REOPEN

Asks Fla. Court to Reopen Divorce Case Won by Late John Ringling

Sarasota, Fla., Nov. 2.

Florida Supreme Court has ruled that Mrs. Emily Haag Buck Ringling may ask circuit court at Sarasota for chance to be heard again in reply to late John Ringling's successful divorce proceedings.

Her appeal from divorce decree before high tribunal was ordered held in abeyance until circuit judge rules whether to open case in lower court for further testimony. Both proceedings seek to gain for her a widow's dower right to one-third of late circus magnate's estate.

EYSTON BEATS RECORD, BUT NOT OFFICIALLY

Wendover, Utah, Nov. 2.

The world's greatest outdoor attraction was in the vicinity of this hamlet (pop. 400) Thursday (28) when Captain George E. T. Eyston steered his English-manufactured automobile racer at 308.6 miles per hour—but there wasn't a b.o. in sight.

Matter of fact, a crew of mechanics, newspaper men, newsreel photographers and a handful of localities watched the daring Briton travel more than five miles in a minute on land. Mechanical trouble robbed him of official recognition, but he clearly demonstrated that it was possible to exceed Sir Malcolm Campbell's record, who, in 1935, sped down the saline straightaway at 301.13 m.p.h.

Captain Eyston's 24-cylinder car frayed a tire while passing through the measured mile, forcing him to shut off the motors just before passing the black-white checkered flag deadline.

Wendover, located on the Lincoln highway en route to San Francisco, has mushroomed from a score of prospectors, sheep raisers and service station operators into one of the most popular spots in the United States—if not the world—so far as automobile racing is concerned.

For the past four years, when renowned land speedsters recognized the natural racing grounds on Bonneville salt flats, Wendover has received more plugging for a community its size than any other town anywhere.

The town boasts of four eateries, five bars—over the Nevada state line, since individual drinks are tabooed in Utah—and a couple of general merchandise stores.

Settle Hamid's Suit

London, Can., Nov. 2.

Settlement of a legal action which followed the damaging of a piece of equipment for a grandstand performance at the Western Fair, here in 1936, is announced.

Payment of \$500 has been made to George A. Hamid, Inc., of New York City, who put on the grandstand performance and who brought the suit.

It was claimed that the aerial equipment of the Raacs Brothers was damaged when a guy wire was struck by a truck.

Fellows 'Fk' Typhus

Atlanta, Nov. 2.

Frank Braden, advance man for Ringling Bros.-Barnum & Bailey, while here advised that Dexter Fellows is on the mend in Hattiesburg, Miss., hospital. Fellows was stricken with what medics thought was case of 'flu,' but by tests results of tests were ascertained, patient had contracted the typhus bug, which was the real cause of his indisposition.

Fellows is expected to quit shop this week.

Two Showmen Killed

Pine Bluff, Ark., Nov. 2.

Two showmen who came here with Tom Mix circus, but later joining with a carnival here, were found Sunday evening (24) dead in their room by the proprietor of the Planters hotel.

Coroner held that the men came to their deaths by accidental asphyxiation.

Body of Andrew Saar was shipped to Newark, N. J. Other man has not been identified.

Dallas Headache Shuts Its Doors; Sorry It Opened

Dallas, Nov. 2.

Greater Texas and Pan American exposition closed its gates Sunday night (31) after a season starting June 12 that was a headache to everybody involved. Following last year's Centennial, the affair proved once more that one world's fair a generation is enough for one city.

One good laugh developed in the final week. As supervisors of the art and historical exhibits were packing up for departure, a truck backed up to the hall with crates filled with exhibits from Uruguay. The new exhibit was set up for a 24-hour stand. Delay in customs was given as reason for the tardiness in arrival.

Approximate figures on operation of the Casino for its 20 weeks run, indicate Texans kept their purses zipped while attending the show. Coverage revenue amounted to approximately \$283,000, while food and drink (gross) income was about \$162,000. Operating cost, from opening to closing—including talent—was about \$300,000. The exposition spent \$174,000 getting the spot open but wrote this expenditure off the books before opening.

11-Foot Ceilings to Make Robert Wadlow at Home

St. Louis, Nov. 2.

The parents of Robert Wadlow, Alton, Ill., giant youth, who had a six weeks' engagement with Ringling Bros.-Barnum & Bailey circus at the Madison Square Garden last spring, are contemplating the erection of a new home with 11-foot ceilings and 8-foot doors to make life more comfortable for Robert. Harold W. Wadlow, father of the tallest human known to medical science, said that plans for the unusually designed home were prompted by the recent removal of the family to a two-story home after having lived for the past eight years in a bungalow which recently was sold by the owner.

Robert, 19, towers 8 feet 7 inches and weighs 450 pounds. Three other children in the Wadlow family are of normal size.

Cole's Year Book

Making its appearance almost on the heels of the closing date, the yearbook of the Cole Bros.-Beatty-Maynard show is first off the press. It is a highly creditable issue of 112 pages lavishly illustrated with scenes and personalities, and in addition to the essential diary of the 16,199-mile trip, it includes considerable well-written special material. No credit is given, other than for signed stories, but it is something the staff need not be ashamed of. It will be measured by show folk and circus fans.

Sheesley Held Up

Charlotte, N. C., Nov. 2.

Attachment papers were served against the Sheesley Midway playing the Gaston county fair grounds, in a damage suit brought against the carnival company by Henry B. Grantham, Gastonian, injured Thursday night in a fall from a midway riding device at the fair.

The papers sought to restrain the midway from moving on to next stop at Greenville, S. C., but Captain Sheesley posted a bond of \$10,000.

Cossack Killed by Fall

Monroe, La., Nov. 2.

John Karloff, 32, Cossack circus performer, died here of broken neck incurred when his horse tripped and fell upon him during performance.

LION MANGLES TRAINER

Ellenton, S. C., Nov. 2.

Robert Moyer, of here, was seriously injured last week when his African lion attacked him during a performance. Animal mangled Moyer's hand.

Same beast chewed and clawed to death a visitor who tried to enter its cage last year.

He's **NOT** that *Swing*

and his
SAVOY SWING ORCHESTRA

ELLERRE GERALD

The Lady of Swing

**NOW SWINGING
TO THESE THEATRES**

Nov. 4—RKO KEITH Boston
Nov. 12—RKO PALACE Chicago
Nov. 25—RKO PALACE Cleveland

Returning in December
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CONSOLIDATED ARTISTS
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SCREEN

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64 PAGES

DEATH TRAIL BANDWAGONS

Cohan's 'Rather Be Right' Has 300G Advance Sale; May Gross \$1,000,000

Although 'I'd Rather Be Right' at the Alvin, N. Y., has been opened only a week, the advance sale approximates \$300,000. Show starring George M. Cohan may better the \$1,000,000 mark before the end of the season.

Record advance figure is only one of the unprecedented slants concerning the only show which kids President Roosevelt and calls him by name. Outright buy by the agencies, which make no returns, guarantees about two-thirds of the sale, or about \$15,000 weekly for the first three months. Balance is cash on hand.

For the first time a review of a new play appeared on the first page of a New York newspaper, N. Y. Sun critique appeared on page one in the early editions, jumping to an inside page. Criticism consumed nearly seven columns, including five-column art—three-column and a two-column across and pictures. In later editions the Sun carried the notice intact on an inside page.

Daily has a militantly Republican policy and the extended review may (Continued on page 61)

'Little Peach' Sequel To the Big Apple Which Dixie Is Repudiating

Atlanta, Nov. 9. Judging from way the Big Apple dance craze swept out of the Carolinas and engulfed nation, you never can tell where the next Dixie trip idea will lead. Newest dance here is the Little Peach, which was born of necessity on Emory U. campus when college's Inter-Fraternity Council barred Apple from term dance floors, due to lack of room.

Little Peach is modified form of Apple, without all of intricacies of latter, and calls for more combo between partners and less ballroom space. It's catching on down here.

Spartanburg, S. C., Nov. 9. Customers in these parts are open- (Continued on page 63)

HEAVYWEIGHT CHAMP'S OPERA DEBUT IN ITALY

Milan, Nov. 9. Erminio Spalle, ex-heavyweight boxing champion of Europe, who fought Gene Tunney for world's championship in New York, after being sculptor, artist, playwright and violinist, debuted at Rossini theatre, Turin, in Verdi's opera, 'Trovatore.' He did the role of Ferdinand and scored a success, his bass voice being okay.

Spalla is not new to singing, having recently sung for radio in Brazil, where he has been for a couple of years. Former fighter may go far in his new profession, local critics opine.

U. S.' Own News Agency?

Reported that the U. S. Government is mulling the idea of a Government-operated news agency.

Private interests opposing the idea point to the antagonism this move would inspire among newspapers and services, and how, having control of 33% of the radio stations, it would further create bombardment from both air and printer's ink channels.

NOW AIR WILL GIVE ITSELF THE RIB

Radio is borrowing from Jimmy Fidler's spanking of the film releases the idea of wrist-slapping radio programs themselves.

Idea is to broadcast what's wrong with broadcasting. Who's who, and how come, and what's good or bad is the general gist.

Three L.A. stations are currently logging programs of that nature. Among the first was Gene Inge's 'Take the Air' on KFWE, 'Behind the Scenes in Radio' is now airing on KMPG; 'Listeners Digest' rides the ways from KNX, and Harrison Holliday at KFI is giving the same manner of program a going over.

Showboat Scoffers Are Better B.O. Than The M'Coy Yokel Customers

St. Louis, Nov. 9. Several months ago Capt. J. W. Menke, impresario and owner of The Goldenrod, a Mississippi river showboat, decided he would pass up this burg and other larger communities for the whistle stops. Capt. Menke had found that the rural folk took their mellers seriously while city slickers attended showboat performances as part of slumming tours. Now he's changed his mind. He's discovered it's better box office for the showboats to play the more sophisticated communities and attract the wise-guy locals who come to scoff and hiss derisively. Even though the yokels take everything on the level, the b.o. isn't as attractive.

Denied a license by city officials to operate his Golden Rod in the Mississippi river at Olive street here, Capt. Menke obtained a Federal restraining order from city interference and immediately began the presentation of old time mellers.

TOURING TANKS, MODERN STYLE

Only Contact of Small Burgs with Flesh Entertainment Is the Migratory Dance Orchestra — They Develop Economics to Meet Their Problems

PULLMANESQUE

By BARNEY OLDFIELD
Lincoln, Nov. 9.

Old aching heart circuit or 'death trail' of one and two night vaudeville stands through the wheat, corn and jack rabbit country is now just a memory of all-night jumps and dirty dressing rooms. But its 1937 counterpart are the touring one-night dance bands hitting burgs that the railroads forgot and that mechanized show biz lists as 'last runs.' Bands don't play theatres but otherwise the comparison holds.

Making possible the sole remaining contact of the hick burgs with flesh talent is the modern bandwagon—either a large bus, or more recently, a trailer appended to the saxophone player's coupe.

The bus or the trailer provides a bandwagon that is also a snooze-wagon. It lacks only a bath-tub. Manager of the orchestra usually hires a hotel room and by common consent all musicians are expected to take a bath at least once every three days. This is out of respect for the small size and crowded state of the bandwagons.

Sprint from late to date created a transportation problem for these units which previously travelled in fleets of private cars. Rising costs of gasoline and tires along with a (Continued on page 63)

FIRST FEMME BIZ MGR. OF MUSIC PUB

Irene Gallagher, long with Max and Louis Dreyfus at Harms and affiliated music publishing interests, became the first femme business toper of a music publishing house when she took over the executive direction of Crawford Music Corp. this week. This follows resignation of Larry Spier as g.m. of the firm, with Al Porgie succeeding on the professional end and Miss Gallagher to head the business part of it.

Perhaps the best known femme in Tin Pan Alley to the name song- (Continued on page 61)

Here's a Sample Why Hinterland Crix Become Potential Sanatorium Fodder

SAG to Award 'Oscars'

By DON CRAIG

Washington, Nov. 9.

Hollywood, Nov. 9. Screen Actors Guild has been authorized by the Academy of Motion Picture Arts and Sciences to take over the function of making the annual awards for best picture performances and other meritorious distinctions in connection with the year's picture biz.

New plan for conducting poll will be worked out by Guild leaders later this month.

ICE SKATERS IN DEMAND FOR SHOWS

There's a shortage of ice skaters.

New vogue for the winter season, again promising to be more bullish than ever, has created a big market for figure-cutters on ice for exhibitions in cafes, niteries, etc., where portable ice rinks are more or less standard equipment.

Combination of the hockey season and the mammoth ice ballets in the sundry armories and stadia, plus Sonja Henie's films, are emphasizing this market, and at the same time has drained the field of the spotlight skaters who were formerly available for the modest-budgeted ice shows in the country's hostilities and kindred spots.

Detroit, Nov. 9. 'Ice Follies,' with Bess Ehrhart, which showed here last spring to big crowds, is booked for another engagement. (Continued on page 63)

Jack-of-all-trades critics, spawned during the depression to save newspaper labor costs, are getting it in the neck now that the entertainment biz is on a higher financial level. The boys just can't review legit, films, vaude, newsreels, art galleries, concerts, opera and platform—besides imbibing p.a. cocktails in between—without a physical breakdown. This is especially true in the medium-sized burgs, of which Washington is a typical example, and where the newspapers did their neatest labor-shaving.

In the gloomy days, practically all amusements were scrambled under one scribe per paper in the nation's Capital, with outdoor parks tossed in for good measure.

Now the niteries are clamoring for first-string crix. Ditto legit and celluloid. Washington looks like first-rate territory for a sanatorium.

Week ending today (9) is a typical example, barely on the exaggerated side, of 10 days spent by five local reviewers, all of whom had to bat out their regular stuff, including art, (Continued on page 63)

HOLLYWOOD FRICTION A BIG WORRY IN EAST

Friction, rumored or actual, has developed into a pet condition at several major studios over production authority at the plant, or because of home office influences, with the consequence considerable concern has been aroused in the east.

The question is not altogether whether there is a scarcity of production manpower, as suggested, but whether or not feuding out west might be reflected in product and subsequent sales.

MUSIC THAT LINGERS ON

The Hour of Charm

AN ALL-GIRL UNIT OF THIRTY
MUSICIANS AND SINGERS

MONDAYS, 9:30 P.M., EST
NBC RED NETWORK

Conducted by PHIL SPITALNY
c/o Park Central Hotel, New York

Special Master Alger's Report On RKO Due Next Monday; Trade Sees Quick Emergence from 77B

Although Special Master George W. Alger is ready to report on RKO's pending reorganization plan, there is no way of predicting what his recommendations will be. It's understood that his report has been issued to interested parties in the situation, in the customary manner, and that it goes officially before the Federal Court for acceptance on Monday (15).

Trade winds, however, blow that the RKO's reorganization plan, as pending, except for certain minor modifications, gets the Special Master's okay, which bespeaks an early reorganization for the company as has been eagerly sought by creditors and the trade alike. It is possible now that RKO will be definitely out of 77b not later than Jan. 1.

RKO was among the first to swing under 77b. In January, 1933, five years ago. Other firms which sought out the settlement long ago emerged from that situation. In this connection, the Irving Trust Co. can boast of holding the record for having been a 77b trustee that long.

The aggregate fees out of this situation should prove to be considerable for the bank and its counsel.

Cut Rockefeller Claim

There is no way of predicting what recommendations there may be in the report by Special Master Alger but indications are for a possible cut in the settlement. One of the Rockefeller Center's \$9,000,000 claim against RKO. This settlement, as originally proposed under the pending plan, was for 500,000 shares of common stock of the reorganized RKO company.

Special Master Alger himself made an issue of this settlement when he took pains to complain about it being too high. This occurred during the early hearings on the plan, before him, in the summer.

Therefore, recommendation of a reduction in the settlement figure is going to prove no surprise. It is fairly possible in view of the known attitude of the Special Master that the parties to the claim may have of their own accord taken up the matter of reducing the settlement amount.

The Rockefeller Center settlement claim, however, might have been reduced by 10%, although official intimations are lacking.

There is considerable conjecture as to what the report might contain regarding the so-called Stern claim (Milwaukee stockholders of old RKO could have seriously altered the preferred shares) which, if allowed, position of the present debenture holders in that situation.

The hopeful sentiment in the trade presently, however, would indicate that this Stern claim might have been kayoed by the Alger. Otherwise the entire situation naturally would go topsy-turvy, and the indications are contrivance to that.

However, the matter is entirely in the hands of Alger and presumably the present report is final and subject only to the approval of Federal Judge William O. Bondy, of first effect.

Naturally, exactly what the Special Master's report contains cannot be learned until it is offered first to the court.

However, one salient angle to the thing is that at last the master's report and his findings are to be made to the court and that, of course, spurs the hope of all that RKO will soon emerge from its 77b situation wherein it has remained, in the opinion of many, altogether too long.

L. A. to N. Y.

Jack Bregman.
William Cagney.
James M. Cain.
Bert Cunningham.
Jack Doyle.
Dorothy Fields.
A. W. Hobler.
Rian James.
J. M. Kerrigan.
Sir Cedric Hardwicke.
Miriam Hopkins.
James McIlwain.
Tommy Rockwell.
Joseph C. Shrank.
Sophie Tucker.
Franz Waxman.

Hoffman's Prod. Bow

Hollywood, Nov. 9.

Jerry Hoffman, recently elevated to associate producer at 20th-Fox under Sol M. Wurtzel, has been given an untitled yarn to do. Cast will include Victor McLaglen, Claire Trevor and Brian Donlevy.

Windsor and Wally Spared H'wood Snub; Resent Hitler Affair

Hollywood, Nov. 9.

Cancellation of their American visit spared the Duke and Duchess of Windsor an embarrassing situation had they made a call on the picture colony, as was contemplated. Motion Picture Artists Committee, which turned its collective backs on Vittorio Mussolini, were prepared to accord the ex-king and his American wife the same treatment.

Committee leaders are not at all in accord with the duke's friendly sessions with Hitler. The snub was all set in the event that any of their members were invited to the social functions which were to have been held during their stay here. Had they been piloted around the studios a similar ungracious incident would have occurred on sets where members of the group were working.

Highlight of the social season was to have been the shindy tossed for the Duke and 'Wally' at the Santa Monica beach home of Marion Davies. William Randolph Hearst was to have been their host at his retreats in San Simeon and Wynton.

All Hollywood is breathing easier with the news that the trip has been called off. Picture mob doesn't like to offend noted callers but here a conflict in political and social tendencies cropped out and it would have created a situation that might have reacted unfavorably to Hollywood and its people, who like to go out of their way to make a good impression on world figures.

Getting to Be a Habit

Hollywood, Nov. 9.

For the fourth time Tyrone Power and Loretta Young will be teamed romantically in 'Her Masterpiece,' at 20th-Fox. Paul Hervey wrote the original.

Power and Miss Young previously appeared in 'Second Honeymoon,' 'Love is News' and 'Cafe Metropole.'

ARRIVALS

William Powell, Kenneth Howell, Lillian Hellman, Mr. and Mrs. George Arliss, Mackenzie Ward, Roland Young, Mischa Auer, Lord Beaverbrook, Jean Gaconde Cavaignac, Mr. and Mrs. Pierre Monteux, Mr. and Mrs. de Abravanel, Erich Leinsdorf, Marita Farrell, Jacques Fievrier, Nancy Monteux, Mrs. Max Reinhardt, Paul Bringuier, Jack Whiting, Jed Harris.

Mayer Wants Dave Selznick With Metro; L. B.'s Own Deal Looks Set

Hollywood, Nov. 9.

Louis B. Mayer can renew with Metro at \$5,000 weekly plus other conditions for a term of years, but apparently he is not rushing to a decision.

Mayer is anxious to enroll his son-in-law, David O. Selznick, on the M-G roster, and likely as not will hold off signing a new deal with Metro until he shows definitely what young Selznick determines to do on his own account.

Metro is prepared to offer Selznick a deal such as has only been enjoyed on that lot by the late Irving Thalberg. Additionally, it is

LICHTMAN AND OSTRER IN MERGER POWWOWS

London, Nov. 9. Although Al Lichtman is reported to be here to delve into Metro production in England, it is understood he is quietly reviving interest in the Metro-20th-Fox-Gaumont-British deal. Such revival is said to include close conferences with Isidore Ostrer.

A BROADWAYITE BACK ON B'WAY

By JACK OSTERMAN

Cavalleri Osterman rides again... we did a little research work and found out that a Cavalier was a polite mugg who always bowed. That's why we looked forward to opening last week at the Club Cavalier, so we could grab a couple of bows on the cuff and call it a season.

The night club racket is going through its toughest winter, or should we say Indian Summer? Or might we say Indian Love Call? All the boys are complaining and are giving a bonus for the best alibi. Personally, we've got them all.

In the first place if you open a cafe in January, it's right after Xmas. People have spent all their dough on presents and don't want to go out. New Year's Eve is a bad night because the places are too crowded and the folks would rather open their wine at home and not be annoyed being pushed around. The rest of January they remain home recovering from a terrific hangover and then comes February...

...they stay home saving money for St. Patrick's day... March is usually a tough month, snowstorms and St. Patrick's Day and naturally no one is going out the First of April because they have been fooled before for so many months... the whole world knows what a 'stay-at-home' day is Maypole Day and then what happens?... June... everybody looking for somebody with references to sub-lease their apartments so they can go to Atlantic City, which already has their alibi prepared, proving that everyone has gone to Europe this summer to see the Duke because he didn't come here to see them.

July, no one expects to do business due to the terrific sale of firecrackers, and the doctor bills afterwards, etc., etc., and then comes August, toughest month of all. Most night-club goers are too sunburnt to go out and, after all, they are preparing to go back to New York to find out how much furniture was broken in the apartment they sub-leased.

September, everyone has to settle down to business to make enough money to stay out of night clubs, and naturally the Labor Day Parade takes the edge off everything to say nothing of the World Series which is bound to happen in New York, otherwise it's a frame.

October should see the joints in their stride but people are saving their money to see George M. Cohan, and in order to get a couple of seats for that your budget must balance... it's so tough to get in there that the stage doorman at the Alvin has to get an okay from Sam Harris every night to tend door. Here we are in November, which is the worst month of all... folks just getting over Halloween, making way for

(Continued on page 25)

Korda-Goldwyn-UA Deal Making Progress and an Announcement's Expected This Week; Looks All Set

No Derr-Lesser Tie

Hollywood, Nov. 9.

E. B. Derr will not join the Sol Lesser organization as a producer. He was to have made one Bobby Green and one Tarzan for Lesser.

Checking Televis Copyrights, Just In Case—the U. S. Idea

Because a number of short features, made by American film companies, now are being used in television experimental broadcasts by the British Broadcasting Co. in England, producing and distributing companies in N. Y. have been making a thorough check to make sure there is no violation of copyright, music or contract pacts, as result of films being televised. Doubtful if any squawk would be raised on experimental televising but film companies are safeguarding themselves on future possibilities.

Several distributing companies, who obtain their films from independent producers, have been advising various units or producers what is possible on television setup, just in case.

SAILINGS

Dec. 1 (New York to London), Mr. and Mrs. Frank Hummert, Bob Goldstein (Queen Mary).

Nov. 24 (New York to London), Anatole Litvak (Normandie).

Nov. 12 (New York to London), George Hale, Burton Pierce, Ames and Arno (Bremen).

Nov. 11 (New York to London), Fred Duprez (President Harding).

Nov. 10 (New York to London), David Fador, Mr. and Mrs. Kenneth Adam, Mr. and Mrs. Joseph Pulitzer, Charles C. Fischer, Jean Marsden, Abraham B. Shore, Murray H. Bois-Smith, Barnes Kelly, Mr. and Mrs. Frank W. Becker, Mr. and Mrs. Frank McHugh (Normandie).

Nov. 10 (London to New York), Marlene Dietrich, A. J. Cronin, Mrs. Mrs. Martin Johnson, Eide Novena (Queen Mary).

Nov. 10 (London to New York), Irene Jenner, Marcelle Denya, Alma Clayburgh (Champlain).

Nov. 9 (San Francisco to Honolulu), James G. Johnston, Pat O'Brien (Montgomery).

Nov. 6 (Los Angeles to Havana), Frank McDonald (Pennsylvania).

Nov. 6 (New York to Los Angeles), Mark Hellinger (Santa Paula).

Nov. 5 (London to New York), Binnie Barnes, Marion Harris, Don Stanward (Washington).

Oct. 30 (Buenos Aires to New York), Luis Cesar Amadori, Alicia Vignoli, Dr. Rene Garzon (Western World).

Oct. 27 (Buenos Aires to London), Charles de Cruz (Asturias).

N. Y. to L. A.

Henry Armetta.
Mirielle Balin.
Al. Berman.
Dave Blum.
Herb Crooker.
Gladys Glad.
Will H. Hays.
Mark Hellinger.
Kenneth Howell.
Henry Hull.
Henry Jaffe.
Dr. Otto L. Reminger.
W. H. Stein.
Kenneth Thompson.
Loretta Young.

Sufficient progress has been achieved in the Alexander Korda-Samuel Goldwyn-United Artists talks to expect announcement of an agreement among the parties under which financing of the option money could be raised within the next two or three days. With preliminary conferences concluded satisfactorily possibly by today (Wednesday), a formal announcement may follow on Wednesday or tomorrow (Thursday). Such an announcement would indicate that Korda and Goldwyn have concluded arrangements with a British syndicate of bankers for financing the required amount to exercise the Korda-Goldwyn options for control of United Artists. These options expire Dec. 1.

Arrangements would be formally consummated in London, where the deal finally must be closed. It is a British deal, with British money, to be lent to the United Artists Corp. Ltd., of London, 100% U.A.-owned British subsidiary. Hence to U.A., here.

The amount required is \$4,500,000, and would be repaid under pledge of U. A. assets over a period believed to be five years.

Domination
Apparently, if there existed a problem regarding probable future domination of U. A., that has been ironed out and is non-existent in the current proceedings.

Chances are that this will be settled by creation of a voting trust, under the financing agreement, which trust Korda, Goldwyn and the financing syndicate will be proportionately represented.

This much is known—that there has been discussion among the parties for creation of a board of either 7 or 9 members who would govern the company under a rule which would preclude domination by any single factor of the three who are now principals to the transaction.

Prudential Assurance Co., of London, of course, is in the picture. However, it is so far not revealed as to the extent of its participation in the picture Prudential ultimately will exercise, directly or indirectly, through the syndicate. However, it is believed that Prudential, regardless, will have a substantial position in the situation.

There is a possibility still, according to all sources, that David O. Selznick might be part of the picture, later, through obtaining a financial interest in U. A., following the passing of company control to Korda and Goldwyn.

But that's in the embryo, of course, at this stage. Talks, however, between principals on this seem to have taken place.

Hollywood, Nov. 9.
Several departments at Selznick are stripped to skeleton staffs.

Studio has two to deliver for United Artists release and most likely work on these starts when Selznick and his party return from N. Y. within two weeks. Understood 'Gone With the Wind' gets going shortly with releasing arrangement probably set in Selznick's mind, if not for publication.

Mary Garden Scouting Warblers for Metro

Rome, Nov. 2.
Mary Garden, American opera star, is here on a talent hunt for Metro. She is looking for new voices and has selected several for recommendation to M-G.

Understood Miss Garden is particularly in quest of male voices, but has shown some interest in the voice of Rose Colomby, Italian radio singer.

Other News of Pix Interest

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Dick Powell-Lucky Strike show.....	Page 27
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HOLLYWOOD 1937 PIX SHORT

Chart of 4 Mos. Production

Chart of completed and previewed films by Hollywood studios shows the relative standing of the plants in their output over the past four months (westerns not listed).

Studio	July	Aug.	Sept.	Oct.	Total
Paramount	5	8	6	5	24
20th Cent-Fox	5	3	6	7	21
Warners	10	3	5	3	21
RKO-Radio	4	5	6	2	17
Metro	4	3	4	2	13
Universal	2	3	3	3	11
Columbia	4	0	1	3	8
Republic	3	3	1	1	8
United Artists	2	2	1	1	6
Grand National	1	1	0	3	5
Monogram	1	0	3	1	5
States' Rts.	2	0	1	0	3
Totals	43	31	37	31	142

Spitz Combing Field for Briskin's Successor; RKO's Studio Problems

Hollywood, Nov. 9. Leo Spitz, president of RKO, is fine-combing potential candidates to succeed Sam Briskin, who resigned last week as v.p. in charge of Coast production. Spitz, in addition, is supervising production until a new man is picked.

Briskin has no future deal in mind. His withdrawal was no surprise to his intimates. They had been expecting him to abdicate the post inasmuch as he recently refused to sign a contract for a three-year period and a percentage of the company profits, besides his salary.

Briskin, who had been with the company for almost two years, found the going a bit tough from the start. One of his biggest handicaps was the fact that the company was in receivership under Irving Trust Co. supervision. Studio's board of directors would make plans for productions, but these would be side-tracked by the conservative receivers, it is understood.

Another obstacle Briskin encountered was the fact that Pandro Berman had first call on talent and personnel of the studio with the result that producers working under Briskin had to stand aside on important production at the studio.

At the time Briskin took over, it was understood he would have use of the outstanding personalities, including Fred Astaire, Ginger Rogers, Katharine Hepburn and others. But during his tenure, 14 pictures were made with these people and Miss Hepburn was the only one of the contingent he got for a picture, and that was "Bringing Up Baby," now in production.

CAPRA'S COL. BOW-OUT NECESSITATES SHIFTS

Hollywood, Nov. 9. Production confabs are bringing Jack Cohn, Columbia v.p., and Abe Montag, sales chief, to the studio from N. Y. within 10 days.

Discussions center on de luxe pictures to be substituted for the company had figured on, from Frank Capra.

Fields Blows Republic

Hollywood, Nov. 9. Leonard Fields, Republic producer for three years, has amicably settled his contract with the studio.

Plans to vacation for several weeks before making a new tieup.

Jack Warner Back West

Hollywood, Nov. 9. Jack Warner is here after his European trek accompanied by Major Albert Warner, Barney Glazer and their wives.

Glazer took over a producer's berth at the studio on arrival.

Berman's B. O.

Hollywood, Nov. 9. Last 13 de luxe pictures turned out at RKO by Pandro Berman were down on the cost sheet at \$9,000,000. Nine of them showed a deficit of \$1,700,000; and on the profit side, \$1,800,000 was realized on four pictures, which included a pair of Astaire-Rogers films.

Net result was a profit of \$100,000 to the studio on the \$9,000,000 investment.

WB'S DEADLINE JAN. 1 FOR '37-8 SCHEDULE

Hollywood, Nov. 9. Warners will start on its 1938-39 production schedule shortly after Jan. 1 at which time studio figures that its entire 1937-38 product will have been completed.

Outfit wants to have at least 18 films completed for the new season by June in order to show them to the trade in that month or early in July. Plan is to have at least 12 pictures ready for showings in the keys by that time. This year the showing was in August and only eight films were screened.

Studio figures that with the early trade showing it can start on the new season's selling campaign and have the greater number of their accounts sewed up by Aug. 1.

Henry Blanke, WB producer, is preparing two for early camera work. Stories are "White Banners," based on a novel by Lloyd C. Douglas, and "Sister Act," told by Fannie Hurst.

MANDEL LEAVES WB AFTER LONG DRY SPELL

Hollywood, Nov. 9. Frank (Schwab and) Mandel, former New York producer, who moved into Warners studio several months ago, has left the lot, reportedly settling his contract.

He did not draw a production assignment during his term at the Burbank lot.

Pertberg's Vacash

Hollywood, Nov. 9. William Pertberg is taking a three-month layoff from Columbia production duties and leaves the 18th for N.Y. on a brief visit before going abroad.

Harry Cohn and Mendel Silberberg are looking after his department during Pertberg's absence.

PAR, 20TH, RKO, WB KEEP PAGE

Others Behind—And Look to Be Further, with Winter Coming On—But 31 Shipped in October

NO RESERVES

Predicated upon the rate of production in the major Hollywood studios during the past four months, there will be a numerical shortage of approximately 100 films from the totals announced for the current season's releases. In October, which is usually a bumper month in number of pictures completed and previewed, there were only 31 films shipped from the plants to the film exchanges throughout the world.

In the four months since last July a total of 142 pictures has been completed. This figure is exclusive of the group westerns, and is at the rate of 426 features in 12 months. Distributors last spring announced programs totaling 588 films, of which 60 were westerns. Subtracting the westerns and an additional 14 features to be made for United Artists by Korda and other British studios, the Hollywood feature goal is 514. Production will have to be stepped up to meet that figure.

Any interruption and delays in production encountered at this period of the season are not likely to be recovered before next spring. California's famous sunshine, which has been turned on without a vacation since last May, soon will be due to start before the end or the present month, and out-of-door shooting is likely to be intermittent.

Four of the major studios—Paramount, 20th-Fox, Warners and RKO—Radio—are either slightly ahead of minimum requirements or abreast of their releasing schedules. Metro, Universal, Columbia and Republic are facing the need of stimulated production to regain lost ground in shipments. United Artists likely will meet all release dates.

Nearly every studio carried a substantial number of films in process of final cutting in former years, but the release demands brought about by almost universal double billing have reduced the reserves materially.

H'wood Chiefs Ready to Swing on Air Gabbers Who Won't Curb the Dirt

Hollywood, Nov. 9.

Radio dirt-dispersers will get an idea of what they may expect in the way of chastisement from the studios this week when Will Hays goes to town to huddle with Louis B. Mayer, Producers Assn. head, and Darryl Zanuck, top kick on the outfit's steering committee. Some means of sterilizing chatter so as to keep it within the bounds of decency will be devised.

Zanuck has completed his report on recent gossip programs, which is said to contain plenty of damaging evidence to the chatters' cause and certain to bring the issue to a head. Studio heads are of the same mind as to the detrimental effects of gabbers who parade the private lives of studio players before the public without regard to anyone's feelings in the matter other than their own.

Following arrival here from New York of Nicholas M. and Joseph Schick producers will go into session and formulate specific procedure for dealing with air scavengers who float studio jurisdiction and even go so far as to threaten reprisal for any restrictions to their unlimited supply of studio publicity. Understood that recommendations will be made at

M-G Strictly Publicity-Minded; Studio Sees Little or No Profit In \$25,000 Weekly from Radio

No One's Safe

Hollywood, Nov. 9. Dictaphone keyholing has reached a new high here. Studio affairs, business secrets, domestic affairs, etc., are being recorded on platters for this or that purpose.

Private detective agency reports that even automobiles have been secretly wired for sound, so that listeners traveling within several blocks may hear and record every whisper.

New 10-Yr. Pact Seen for LeRoy At Warner Bros.

Hollywood, Nov. 9. With his United Artists negotiations collapsing and the RKO deal not to his liking, it is understood that Mervyn LeRoy will be given a new ticket at Warners, binding him to the studio for 10 years. His present pact expires in February.

It is understood that Harry M. Warner healed a breach between Jack L. Warner and LeRoy over production policies. New deal would give LeRoy his production freedom and would not restrict the number of films he would personally produce and direct, as well as those which would be produced and directed under his supervision. It also would permit him to put players under personal contract, with Warners having them on call, or for LeRoy to lease them out if he chooses.

GEO. DOUGLAS AT METRO

Hollywood, Nov. 9. George Douglas, legit actor and brother of Melvyn Douglas, has signed a contract at Metro. He'll make his film debut in "Arsene Lupin."



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Par Closing a Flock of Deals With Holdout Exhibs as Result Of Philly Peace; In Minn., O., Etc.

A total of 45 contracts were consummated with Philadelphia independents by Paramount during the past week and, following meetings in Minneapolis to end the strike there, exhibitors have started contacting Par individually to negotiate buys. There has been no actual agreement on a settlement in that zone between Par and striking exhibitors, with result that action on the part of exhibitors there in discussing basis for deals presupposes that if they can get what Philly is getting, it will be satisfactory.

This may also be true of the Los Angeles territory where exhibitors are also signing up with Paramount. About one-third of the theatre operators who were boycotting Par out there have negotiated deals with the company. While it is known these deals have been made in the L. A. zone, the Paramount home office declares there has been no official overtures toward agreeing on a settlement.

It is not altogether improbable that in Los Angeles as well as elsewhere, it is felt that there may be no need for going through the motions of a peace pact, with exhibitors of their own accord getting in touch with Par to see what kind of deals they can get. Exhibitor organizations in Minnesota, Wisconsin, California and elsewhere may have advised their members to go ahead with deals and if satisfactory to them, as in Philadelphia, depending on what terms patterned after Philly can be arrived at, to sign up. In the absence of any confirmation of such possible advice, it is presumed that this may be the case.

Exhibitors in Minneapolis, L. A., and other territories may also feel that if they go ahead to talk deals, they have the advantage of bargaining psychology which leaves the local exchange in the position of believing the strike is still on. Paramount has not been advised, but naturally has no reluctance, pending settlement discussions, which may never arrive, to try to sell exhibs who want to buy.

Bargaining
Meantime, exhibitors are enabled to compare notes on deals. In the Ohio territory, where the strikers constituted a minority and only a few situations remain to be sold by Par, P. J. Wood of the Independent Theatre Owners informed his members of the peace terms reached in Philly and apparently is leaving it up to his people to negotiate deals if they already haven't. A couple of circuits in Cleveland remain to be closed by Par, otherwise the company is well represented by accounts in Ohio.

The 45 deals set during the past week in Philadelphia and reported to Neil F. Agnew, v.p. of distribution, by the exchange there, represents about one-half of the strikers in that territory. Rush on the exchange to close contracts was such that Indies stood in line at the Philly branch awaiting their turn.

Oddly enough exhibitors with whom deals were not closed during the past week included Lewen Pizor, Abe Sablosky and Charlie Segall, members of the peace settlement committee that met with Agnew's committee. They may be stalling for the best possible terms they can get.

Agnew and others in Par are highly encouraged by the business that has already been written in Philadelphia and, in spite of any actual settlements elsewhere, by the business that is starting to come in from these boycott zones.

107 Actors at Warners, 75 Contract Writers

Hollywood, Nov. 9.
Contract talent at Warners, stars 107 featured players, number 107. New personnel list shows studio has 75 writers on contract.

MRS. DEVOE KILLED

Hollywood, Nov. 9.
The wife of Frank Devoe, stage and screen actor, died in Van Nuys, Calif., of injuries received in an auto crash there Nov. 1.

SAG ABANDONING MONTHLY AWARDS

Hollywood, Nov. 9.
Screen Actors Guild is discontinuing the monthly awards for best screen performances.
Practice has been found unsatisfactory in giving a correct approximation of the players' work.

MPTOA Prez Pep Talks Oklahoma MPTO Convensh

Oklahoma City, Nov. 9.
The idea that Hollywood is a sausage mill that can grind out films with machine regularity is something we are going to have to get away from, Ed Kuykendall, MPTOA president, told more than 200 exhibitors and their guests at the annual Theatre Owners' of Oklahoma convention held here yesterday (8).

Kuykendall pointed out that the talk of waste and extravagance in Hollywood had some basis, but isolated instances made the picture appear much bloodier than actually. He blamed exhibs who flout memorials as houses more for these impressions of the picture industry than the producers.

"Waste in Hollywood is unavoidable," he stated. "You can't set a wasteful budget for a picture; you never know what it is going to cost you to produce a good picture."

"But the millions wasted in memorials to exhibitors in the form of theatres can be controlled. You can make as much, if not more profits, in small, well-built, air-conditioned, modernly equipped and modernistically decorated houses than you can make in gigantic palaces, and some day exhibitors are going to wake up to find this out."

The exhibs, he pointed out, are the shock-absorbers for every slam at the industry, and they have to learn to take these slaps and handle them. They need the support of the whole industry for that reason. He pointed out the need for more understanding and co-operation on the part of producers and exchanges toward the exhibitor to help him in this score.

Kuykendall lashed at ASCAP as a monopolistic overlord that couldn't deliver what it promises if it had everything totally its way.

His speech was the highlight of a convention packed with information and discussions, and far more business and less whoopee than the average convention. Speakers discussed every phase of theatre operation and management, including, and to a great extent, the tax ogre.

Other distinguished speakers included Col. H. A. Cole, president Allied of Texas, who presented Allied's platform; C. O. Fulgham, district manager Griffith theatres; L. C. Griffith, general manager Griffith Circuit; and Vernon Adams of the public relations department of RKO films from New York City.

Present officers and directors were renominated by the nominating committee, which was named from the floor of the convention. These are: Morris Lowenstein as president; L. A. White, v.p.; Orville Enloe, sec.-treas.; and Ralph Talbot, L. C. Griffith, Max Brock, Homer Jones and Fred Pickrel, directors.

Kuykendall, in answer to a wire from Harry Brandt asking his attendance at a proposed national meeting of Allied States, MPTOA and ITOA, states he will gladly participate in any discussions sponsored by anyone pertaining to fair trade practices of the motion picture industry, if they have sincerity of purpose and all parties invited involved are invited to participate.

However, his present trip prevents his being in N. Y. before early December.

From Madame Curie To Charlie McCarthy at U

Hollywood, Nov. 9.
Universal has switched plans for the next Irene Dunne starrer. Studio will put the actress in a comedy being written by Vina Delmar instead of a biographical story of Madame Curie.

John Stahl will direct the comedy with Edgar Bergen and Charlie McCarthy appearing in the film.

MORE PIC STOCK UNLOADING—SEC

Washington, Nov. 9.
Dumping of Paramount securities by company insiders continued during September, the Securities & Exchange Commission reported last week. Semi-monthly transactions survey also mirrored considerable market activity by other occupants of ground floor space in picture business.

Biggest transaction was unloading of \$95,000 worth of Par debentures by Maurice Newton, who resumed his market operations after summer layoff. In eight transactions, via Halgartens & Co., of which he is a firm member, Newton wiped out his bond stake. Biggest batch was peddled Aug. 12 when \$30,000 worth were sold. Coincidentally Newton and Halgartens swapped 200 pieces of convertible first preferred. Picked up and sold 1,400 shares of common in this way.

More operations by Stanton Griffiths and his banking house, Halgartens & Co., also were shown in the Par report. They dumped \$42,000 worth of debentures, hanging on to 1,000 of both the first and second preferred and similar amount of common.

Another small batch of 20th Century-Fox paper was sloughed off by Chase National Bank. Financiers got rid of three batches of common totaling 2,284 shares and three lots of preferred totaling 4,598 shares. Bank kept \$49,448 common and 687,096 preferred.

Gift of 9,765 bargain-counter options on Monogram common was reported by Sol A. Rosenblatt. The former N.R.A. picture czar still has 11,228 options along with 1,000 common shares after his sanctafoeing.

Loew's, Inc., increased its stake in Loew's Boston Theatres during September, picking up 132 shares of common and swelling the poke to 97,794. At the same time, Sam Katz sold 200 shares and bought 100 of the parent firm's common and Charles C. Moskowitz bought 100. Katz still has 100 and Moskowitz, 1,000.

Kirk W. Todd of Pittsburgh, a Grand National director, disposed of 1,100 shares of G. N. common in three batches. Remains in control of 15,100 pieces.

Insiders' holdings in Monogram came to light in the S.E.C. document. W. Ray Johnston, president of the independent producing company, has 62,383 shares of common, Joseph A. Sisto, via J. A. Sisto & Co., has 5,267, and Johnston has 89,064 common options. Four other members of the high command—Scott R. Dunlap, William R. Stewart, Herschel Stuart and M. S. White have no stake in the company.

Another film company exec without any financial interest, the report showed, is Aaron Rosenthal, officer of Grand National.

DIALECTS OVER METRO

Culver City Studio Kneec-Deep in Imported Talents

Hollywood, Nov. 9.
Since Louis B. Mayer's return from Europe, with a flock of foreign names now on the Metro lot, the studio has become a linguistic medley, predominated chiefly by French and German dialects. Just what the studio intends to do with the contingent is a problem with those here just waiting around while others are due.

One of the imports is a German director who worked for UFA. Studio mob feels that if he worked for Hitler he want no part of him. Most of shunner are foreigners themselves but domestics are also giving him a wide berth.

Philly Exhibs Bickering a Bit But Par Making Special Deals

ALPERSON SETS NEXT GN PIC FOR JIM CAGNEY

Hollywood, Nov. 9.
James Cagney and Edward L. Alperson, prez of Grand National, have reached an agreement on the actor's next film for the studio. They will return here shortly.

Temporary title is 'Angel with 30 Faces.' Production will start around Jan. 1.

Mpls. Ironing Out Final Details of Par Settlement

Minneapolis, Nov. 9.
Meeting at the call of President W. A. Steffen of Northwest Allied States, defendants in the Paramount injunction suit voted to discontinue their present playdate strike against the producer-distributor only if they received satisfactory adjustments of their 1936-37 contracts.

The strikers will deal with Paramount individually in efforts to settle their differences amicably. Pending these efforts, Steffen announced, the proposed exhibitor suits to compel Paramount to deliver four pictures withheld from the 1936-37 product will be deferred.

Steffen says he is confident that the strikers and Paramount will be able to get together on a mutually satisfactory basis and he predicts that the playdate strike and boycott of the company by his organization and independent exhibitors will be formally called off within the next week.

In the meanwhile, Paramount's temporary injunction preventing interference in its business is still in effect and the defendants' appeal from it is still pending.

Ex-St. Louis Adman Between 2 Pix Pacts

St. Louis, Nov. 9.
Holding contracts with two film companies although he has yet to make a pic is the distinction held by Alexander M. Averill, 28 year old native who formerly solicited ads for the Golbe-Democrat, town's only a.m. rag. Spotted by a talent scout in New York about six months ago Averill signed with Paramount for a screen test and a three months' training course followed.

Par did not take up the option it held on Averill's services and he signed a five year contract with Warner Bros. About the same time his agent in Hollywood signed him for a similar contract with Selznick-International. When the double contract was explained to the pix makers they worked out an adjustment whereby S-I will use him in two pix a year and WB will have his services available the balance of the time. Averill, a graduate of the St. Louis and Loyola Universities appeared in several productions of the Webster Groves (Mo.) Theatre Guild in the past few years.

Ruggles' Tax Plea

Washington, Nov. 9.
Board of Tax Appeals was asked Saturday (6) to allow \$4,074 for wardrobe expense and \$164 for telephone and telegraph charges on a bill presented to Wesley Ruggles, film director, and his former wife, Arline Judge, by the U. S. Government.

Commissioner of Internal Revenue had disallowed all but \$141 of the wardrobe deduction and all of the telephone and telegraph expenses. Deficiency of \$2,001 was assessed for the year 1934.

Par's Liberty Serial

Hollywood, Nov. 9.
Paramount has purchased Liberty mob serial, 'Ambush', for filmation. When ready, will go as a general office production.

Philadelphia, Nov. 9.

Despite the official finale last Wednesday of the Philly indie's date-and-buying strike against Paramount, some exhibs, as was to be expected, are bickering over deals. With necessity of product pinching badly, there is a general feeling of relief that the boycott is over, however. But a goodly number of exhibs, who when they first heard the terms of the settlement three weeks ago, thought they were going to be greeted at Par with one arm and cut prices, are disappointed.

Earle Sweigert, local Par manager, is demanding an 'equitable' deal for everyone—which, he explains, includes Paramount. As result, although lots of boys are perfectly satisfied with what they're getting at the exchange, others are holding out for special deals.

Morris Wax, local exhib, was talked off the floor with his suggestion at the first meeting of exhibs to ratify the settlement. It was at his insistence, however, that the exhibs at that original meeting refused to approve the peace pact until a group went over to Par and found what kind of deals were to be had. This group reported back that everything was hunky-dory at last Wednesday's meeting, with the result that the strike was ended.

Sweigert Balks

A new minor tempest developed yesterday when Sweigert refused to meet with a conciliation committee set up by United Motion Picture Theatre Owners, which ran the boycott. Le Borowsky, owner of the tiny Rex, was unable to come to terms with Par, his feeling being a rival exhib got a better deal than offered him. He took his claim to the committee headed by Luke Gring. Gring called Sweigert yesterday morning and asked for an appointment for his committee to iron out Borowsky's troubles. Sweigert refused to see the committee.

Sweigert said there was nothing in the settlement which compelled Par to deal with a third party in reaching an agreement with an exhibitor. One of the principal things which extended the struggle was Par's refusal to deal with a group buying committee, but most exhibs felt that Agnew had granted them the right to deal through a conciliator if they couldn't come to terms. Abe Sablosky, Lew Pizor and Chas. Segall, of the original negotiating committee, rushed to New York to confer with Agnew on the matter. Agnew told the committee he upheld Sweigert in not entertaining conciliation except where a serious dispute occurred but after getting all the facts in Borowsky's case a deal was worked out with Sablosky for Borowsky to take back to latter. In view of that, Agnew assumes the Borowsky matter is settled.

The end of the three-month-old boycott and the release of powers of attorney held for 200 exhibs by UMPTO was ratified by 85 exhibs. Confab last Wednesday closed 'Armistice Week', which began Oct. 26. During the week ops were instructed to visit Par and make deals, but were prohibited from signing contracts because of the powers of attorney.

Twenty-two exhibs, representing a good cross-section of large and small operators, reported back that they had talked turkey with Par during the week. Sixteen men told their assembled colleagues they were satisfied with the break they were getting and recommended end of the boycott. Six others had varied complaints, principally that prices were too high and that they couldn't slough off enough pix that had piled

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Columbia Buys 'Wife'

Picture rights for 'Our Wife,' a comedy which played the Booth, N. Y., for less than three weeks in 1930, purchased by Columbia last week for around \$3,000. Appears that some one at Columbia remembered the play, which had been on the market without bidders since its presentation.

Lyon Meerson and Lillian Day, authors of 'Wife,' closed the deal. They are magazine writers and were wed, but since divorced. Thomas Brotherton, box office treasurer, and the Halle, company manager, were the presenters.

AUTHORS VS. HOLLYWOOD

Bull Market for Leather Lotharios; Stirrup Stars' P. A.'s Big B.O. in Stix

There are not enough name cowboys available to play the p.a. time in the sticks, according to Martin Wagner of William Morris office. This particular branch of flesh entertainment is probably the only one in which the demand exceeds the supply and also alone in offering almost limitless possibilities as long as there are films and radio to build up the leather lotharios.

Average half hour shows of buckaroo musicking, roping and, indulged in by the personalizing wranglers can get the better names over \$2,000 weekly for six days of single stands. Territory is unconfined and spreads from coast to coast, dissipating belief that the midwest is the fave belt. All dates are worked on a guarantee and percentage basis with guarantee coming through more readily than with other one-nighting attractions, says booker. He adds that the dates available are numberless and that such name cowboy acts can be kept on the run for at least two weeks in any one state.

Where other flesh shows, vaude, units, etc., must go begging for dates and keep an advance man on his toes, the cowhand thespians find no such trouble. Same are booked without question in the hamlets wherever their films are played.

Although nearly anyone with the sage aroma can play the time, some of the lesser lights do so on a catch-as-catch-can basis. The b.o. toppers are Tex Ritter, Gene Autry, Ken Maynard, John Wayne, et al. Synthetic cowboys of the Johnny Mack Brown - William Boyd (Hopalong Cassidy) type are limited in their appeal. Rope twisting, etc., are essentials. Exceptions are known, among whom are Buck Owens, now playing midwest time minus name, bally or anything.

Bucking Themselves

Quite often the stirrup stars find themselves playing against their own product, the opposition house in a town booking the pix where the mesquite is making a personal. Some of the cinematic cowboys seldom, if ever, get out because they are kept too busy in wholesale western production. John Wayne, Dick Foran, Johnny Mack Brown, William Boyd and Charles Starrett are in this category. Hoot Gibson, Tom Mix, Tim McCoy and the Maynards are now out of the picture because of circus commitments. Buck Jones is too busy producing his own films and could find little profit in a trek.

Tex Ritter currently out and Gene Autry are toponchers of the day. Success of both in field is helped by radio and recordings. Autry is now back in films but expected back on the road soon under the William Morris banner. Ken Maynard was out last year, but is now back in pictures. He will resume next spring. Out since June, Tex Ritter is soon due back at Grand National, but picks up again in the future. Wilby theatres in December to wind up for two weeks in Havana after playing through Texas, Oklahoma, Florida, the Carolinas, and the east. Smiley Burnett, comic sidekick of Autry, is being readied for his own unit to take to the road in about a month. Also Jimmy Newell (Circus crew of the Mounted), strictly radio name, is also being prepared to hit the theatre trail.

Atlanta, Nov. 9.

Reb Russell, Hollywood horse opera star, having completed his rounds with Downie Bess, Circus, bounced into Atlanta, 10-gallon sombrero and all, and headquartered at Monogram exchange, where he met the press.

Cowpuncher is headed for more pic work in Hollywood, but plans to stop off in Oklahoma to visit home folk en route. He quit circus, which holes up annually in Macon, at Albany, Ga.

'Noter Sagebrush Canary

Hollywood, Nov. 9.

Robert Brink, singer formerly at the Radio City Music Hall, has been

Deanna's \$1,250-\$2,750

Hollywood, Nov. 9.

Deanna Durbin's new contract with Universal studio has been approved by the courts.

Under its terms she'll receive from \$1,250 to \$2,750 per week for the next seven years and in addition will get \$10,000 per picture as a bonus.

Herbert Marshall goes to U on loanout from RKO for lead opposite Miss Durbin in 'Mad About Music' which Joe Pasternak will produce with Norman Taurog directing.

Depressed Amus. Issues Follow Rest of Market

Further weakness in the stock market during the last six days continued to depress picture company shares. There was no particular significance in the decline by film issues other than that the entire market structure tended lower. No evidence of any considerable dip in boxoffice returns or general biz of picture companies, for from now until well in January the picture theatre intake should be near its peak.

However, as with certain industrial, picture company stocks have slipped off apparently in discounting a lull in the entire business setup. Healthy trimming of all principal industrial indices is bound to figure in most lines, including amusements, or so stock traders figure.

Unless unusually favorable political developments at Washington, either in Congress or via the lifting of gold price, value of stocks in amusement sector is not expected to enjoy any considerable rise until the market begins discounting upwards better prospects for spring business.

Indicative of the drooping tendency of the shares was the fact that early last week when losses of one to four points were noted. Traders were at loss to account for continued selling in Loew's common shares, as the issue slipped from its previous close (Tues.) to 59 1/2 Wednesday's trading. Much of this came while or immediately before the directors' meeting, indicating that no dividend on the common would be declared at that session, which is what actually happened.

Some traders felt that a sizable block of Loew's was being disposed of, but no trace could be found of any being sold in 4e open market. And apparently none is up for disposal currently.

One feature of recent trading sessions has been the marked conformity between Paramount common and second preferred, the latter keeping a point in the rear of the common day after day. When the common is selling at 14 1/2, the second preference is 13 1/2, this difference marking the conversion value of the latter in terms of common.

Kelly Scripting at Par

Hollywood, Nov. 9.

Mark Kelly, Los Angeles Examiner sports columnist, has been signed by Paramount to do the script of 'Gambler's Maxim.'

Kelly's contract with the Examiner calls for him to contribute his daily sports column, with permission to do outside writing.

termed by the Jed Buell Productions.

Buell plans to develop him into a singing cowboy.

DRAMATISTS' AND NOVELISTS' STAND

Book Writers Claim Inflated Screen Values for Broadway Plays Cutting Down on Their Hollywood Coin — Playwrights Unconcerned by Hollywood's Legit Attitude

HOWARD'S BLAST

More aggressive stand against Hollywood has been taken in the last week by writers' groups. Dramatists Guild annual meeting yesterday (Tuesday) indicated its anti-pic stand is, if anything, even firmer than before. And at last week's annual meeting of the Authors' Guild, it was hinted that the novelists may move to obtain more favorable conditions governing the sale of film rights of books.

Yesterday's session, at which Robert E. Sherwood succeeded Sidney Howard as president, and the previously nominated ticket was elected, Edward Childs Carpenter read the retiring president's report, in which the present Dramatists' Guild contract was defended. Hollywood was lambasted, the American Theatre Council was panned, and the Bureau of New Plays attacked.

Referring to the Dramatists' contract, Howard's statement declared it had more than carried out the aims of the group. He wrote that the amount of advance royalties obtained under the pact amounted to \$97,915 from April 1, 1936, when it went into effect, to Oct. 31, 1937, representing a big advance.

\$1,700,000 Pix Rights

Sale of subsid rights also were up under the agreement, he pointed out. At the meeting Sidney Fleischer, bargaining rep. for the Dramatists, stated the total amount obtained from film sales during the 1936-37 season amounted to more than \$1,700,000—the highest figure ever set.

Managerial contracts signed for legit production during the 1935 season totaled 116, the period before the contract, Howard explained. Number dropped to 99 in 1936, the first year of the contract, but rose to 120 in 1937, he went on. While there has been loud criticism about the new season being 'lardy,' according to Howard, the record reveals that so far this season the picture plays have been produced only two less than the previous season. On the other hand, there have been four and a likely fifth hit this year against only two hits for the same period last season.

Howard denied that there is any impatience among the Guild members as a result of Hollywood's continued boycott of legit financing. On the contrary, he said, the Guild is not involved in legit financing, that being strictly a matter between the studios and Broadway managers. He said the Guild has taken no action to ease its restrictions. He admitted some informal discussions have taken place, but said the studios have offered nothing to change the Guild attitude.

Howard termed the efforts of the American Theatre Council to improve the theatre 'ineffectual,' and said the Guild would continue to be cool to the Council until a suitable constitution could be drawn. In the discussion which followed reading of Howard's paper, several motions designed to oppose the Bureau of New Plays were passed.

Reform of the conditions governing the purchase of film rights for novels and books may be sought by the Authors Guild. Suggestions were made by Fannie Hurst, retiring president, at the group's annual meeting last Thursday (4) at the Hotel Woodward, N. Y.

According to the authoress, the price of pic rights for stories, articles, biographies, etc., has steadily

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Hollywood Fingerprinting Idea Frowned Upon by Film Industry

Doubling Up

Hollywood, Nov. 9.

Two sets of twins, the Brewster Sisters, Gloria and Barbara, and the Brudie Sisters, Marianna and Anabelle, will be Sonja Henie's sisters in 20th-Fox's 'Happy Ending.'

Jean Hersholt again plays the father of a quintet.

More N.Y. to L.A. In Favor, But It Can't All Go West

Although there has been some discussion concerning a greater concentration of executive manpower at studios, taking people away from home offices, it is held doubtful that such an experiment, if tried by any of the major producer-distributors, will work out satisfactorily. Executives are of the opinion that the idea of moving manpower west, particularly sales forces, would be impractical.

Consideration of any such plan brings up the question of whether sales should be near the point of manufacture or the retailers. Most home office sales departments are in daily touch with the Coast by telephone and wire on product and of late have found it valuable to visit the Coast frequently to keep close tabs on pictures, progress, etc. This is expected to be continued as a general practice.

'FRENCH CASINO FOLLIES' AS FILM POSSIBILITY

A 'French Casino Follies' film is being dickered by Clifford C. Fischer with a Hollywood outfit.

Previously Darryl Zanuck - Joe Schenck made 'Les Ballets Bergeres' (Chevalier) for UA release, paying Fischer and his syndicate a royalty for use of the title which Fischer, et al., owned for America. The new 'French Casino Follies' deal may also be with Zanuck-Schenck, this time via 20th-Fox.

Dare a 100% Megger

Hollywood, Nov. 9.

Danny Dare's dance directing contract at Columbia was replaced by a covenant giving him the full status of a picture director.

Deal is for one film and options.

H'wood Scouts Ballet

Film scouts lapped the Monte Carlo Ballet during its New York engagement just concluded.

Booners for celluloid have not been in the habit of watching the lissome lassies exhibit their sur-leap pointers in the past, but have now begun to cast eyes on the classic toe-tapping with the thought of bailing a ballerina or so west for specialties in films.

Two terpers under the heaviest scrutiny were Irina Baronanova and Tatiana Riabouchinska.

U's 'Tracer' Expose

Hollywood, Nov. 9.

Universal has bought 'The Tracer,' yarn by Raymond Schrock and William A. Pierce, latter an assistant to Charles R. Rogers, production exec on the lot.

Story concerns tracers used by finance and insurance companies in rounding up persons who miss out on payments.

Move by the International Association for Identification to have every member of the film industry finger-printed, in a so-called effort to rid the picture colony in Hollywood of kidnappers, blackmailers and other criminals, has received no support from the Hays organization and probably won't. Haysian attitude is that it is something for each company to decide. And it is reported in N. Y. that every company will leave it to each individual employee to make the decision.

International Assoc. for Identification in its Washington convention adopted the resolution calling for action in the picture business and urged that not only every member of the film industry but all persons making application for employment be finger-printed.

One angle of a communication addressed to Hays that did not please was that in which it was indicated that the criminals designated made their headquarters in Hollywood.

Belief in the industry is that police identification is not a Hays office issue.

There also has been a reaction in the film industry on the finger-printing because of the convention report. This report was picked up in sensational manner by an English publication in which the impression was conveyed that Hollywood was a criminal hotbed.

PHONE CO. MOVES IN ON CONN STUDIO FOR PAYOFF

Hollywood, Nov. 9.

Southern California Telephone Co. served an attachment on the Maurice Conn studio property in an attempt to collect a delinquent telephone bill of \$1,000. City marshal's office has stationed a deputy on the lot to prevent moving of property, but permitted business to be carried on. Phone service was not discontinued.

Trouble came to a head Nov. 2, when the phone company failed to receive payment from Conn, currently in New York, on a proposed refinancing setup for his Ambassador Pictures.

Gil Gabriel Goes Par

Gilbert Gabriel, who was dramatic critic for the suspended American, N. Y., has signed a term contract with Paramount, and will join its writing staff in Hollywood in January. Agreement is elastic and may spot the writer on the Coast at various periods for five years. Minimum is said to be for 20 weeks, and if he continues he will have 12 weeks off in each 52. Reputed salary approaches \$1,000 per week.

Gabriel's contract with the American extended until February next but a settlement was made. Early in the fall he repaired to the country, intending to write a book about a buccaner, William Walker. Went cold on the idea, however, when another volume on the same fellow appeared. Wrote a play instead.

WB's Heiress-Actress

Hollywood, Nov. 9.

Warners has put Geraldine Spreeckels under contract after exhaustive testing.

Sugar heiress draws moniker of Anna Johns as the second femme lead in 'Jezebel.'

MARSHALL IN TAILS

Hollywood, Nov. 9.

Having returned from New York's month vacah, Herbert Marshall will go into 'Behold the Bridegroom' at RKO.

Edward Kaufman produces the opus, which is expected to go before the cameras late this month.

'MILKING' CHARGE IN CHI

Mrs. Palmer and Other Pa. Censors, Piqued Over Gov.'s Vetoes, May Resign

Pittsburgh, Nov. 9.

Reports current here that Governor Earle of Pennsylvania and his board of film censors are at loggerheads and have been for some time, with hints that chairman, Mrs. A. Mitchell Palmer, may shortly resign and others follow. Trouble is said to have started several weeks ago when Earle began okaying flock of pix previously banned by board, chiefly foreign films.

First indication of ill feeling came when Pennsylvania governor took a look at 'Spanish Earth' in Philly and not only approved flicker but insisted it should be shown after censors had nixed it entirely on ground that it was too emphatically Loyalist propaganda. Earle discounted that, with statement that anti-war campaigns could best be benefited by showing horrors of war in all their brutality.

Then last week Governor turned around and did the same thing with a labor short called 'Millions of Us,' made on Coast by union sympathizers. Art Cinema here had been after one-on-one with same bill with 'Spanish Earth' but was informed that censors had thumbs-downed the briefie. However, flicker's sponsors learned Earle would be in Philadelphia last Monday (1) to vote in state-wide election following day and arranged to show it to him on the spot. He immediately overruled his censor board and Art Cinema shot the reel in at once, playing both controversial pix, curiously enough, on same bill.

Pennsylvania censor board for last few years has been considerably more lenient with Hollywood-made product than past groups in this state, nixing hard chiefly on foreign films. Another they've turned down is Soviet-made 'Baltic Deputy,' which will also likely be shown Earle personally in near future.

Censors are reported to be very bitter over governor's actions and a blow-off is expected momentarily, according to those on the inside.

Casino de Paree Loses Point in Suit Vs. WB

Yermi Stern, night club impresario, and his Casino Productions Corp., were denied the right Monday (8) by N. Y. Federal Judge John C. Knox for appointment of a commissioner to examine Bradford Ropes, author, Hal Wallis, Warner Bros. production chief, and Earl Baldwin, scenarist, in connection with the \$1,000,000 libel action Stern and his club have pending against Warners and First National Pictures, Inc. Suit, instituted in 1933, is based on alleged libelous character in the picture, 'Go Into Your Dance.'

Stern claims it's a personal reflection on him and asks \$500,000. Casino Productions, which operated now defunct Casino de Paree, alleges its club was reproduced in the picture and represented to be a hangout for racketeers and gangsters. Defendants deny the allegations and the claim of Stern that his idea of a night club had been copied.

Peeved Because He Got \$1,000 For Doin' Nuttin'

Cleveland, Nov. 9. Andrew A. Trimble, Cleveland map salesman and double for Will Rogers, back from two-week Hollywood road roll but peeved. Universal wanted him for impersonation in Alice Faye's 'You're a Sweetheart' and expected to have a juicy part. Asking for script the first day, director said, 'You don't have any lines to worry about. You play a bronze statue of Will Rogers, and no speeches, 'cause statues can't talk.'

Double got \$1,000 per week for doing practically nothing—and that's why he's sore.

Prettying Malibu

Hollywood, Nov. 9.

Malibu is being prettied up for the film colony, with new gimmicks being created for pleasure of the residents of this summer habitat. A half mile track and a harbor for yachts are being developed as added attractions.

Work starts soon on the track which will be a strictly non-commercial and restricted for colony's own hay-burners.

March-Time Still Holding Out On SAG, Others Sign

During his stay in New York this week, Kenneth Thomson, Screen Actors Guild executive secretary, will huddle with March of Time officials on the latter's appeal to be exempt from signing an SAG contract. M. of T. claims that it's a newsreel and, as such, not covered under the terms of the standard contract. Time officials have verbally agreed to abide by the various Guild shop requirements, but seek to hold off from signaturing the pact. Understood a decision may be reached Friday (12).

SAG board has already nixed the Time bid, but officials of the company have asked for further consideration of the case. Figured extremely unlikely that SAG will modify its stand, but Thomson is in the position of having to listen to any reasonable proposal. Guild contract would force Time to use SAG members for all 'acted' parts in its March reels.

While Mrs. Florence Marston, SAG eastern rep, has deprecated use of the word 'strike' in references to the Guild-time situation, the studio is not included on the SAG 'fair' list. Organization has no 'unfair' list, but (unless an agreement is reached) actors will not be permitted to accept employment at an studio not included on the 'fair' list—including March. While possibly not strictly a 'strike,' such action would certainly be a boycott.

Thought likely that when the Guild nixes Time's current plea, the studio will probably figure it judicious to signatur a contract. Thomson, accompanied by Henry Jaffe, SAG eastern attorney, as well as legal rep for the American Guild of Musical Artists and the American Federation of Radio Artists, will return to the Coast at the end of this week.

Educational yesterday (Tuesday) signed a Guild shop contract, matter having been on the fire for some weeks. Mentone and True Pictures are expected to follow within a day or two, since Educational was representing the others in dealing with SAG.

Iturbi, No Osculating Maestro, He; But Pic OK

Rochester, N. Y., Nov. 9. Hollywood can't buy Jose Iturbi's kisses, but the Spanish maestro has agreed to make a film, he admitted here. Four years ago, he declares, he tore up a check for \$35,000 and cancelled a contract because a film director wanted him to 'kiss young girls and that sort of foolishness.' Iturbi already has turned down four scripts and when he is going to find time for film work is another problem, for he has 140 concerts scheduled this winter followed by a month in South America conducting orchestras and operas. But he's agreed to make a picture—with kisses barred.

INDIES SQUAWK AGAINST B.&K.

Claim Extended Runs and A-to-C Week Clearance Leaves Little for the Rest of the Field—It's an Old Beef

SERIOUS

Chicago, Nov. 9.

Milking of pictures by the Balaban & Katz houses in the loop and the nabes is being scrutinized by Allied attorneys in the hope of pinning some sort of monopoly and restraint of trade charges on the circuit. Particularly does the Allied membership look on the B&K holdings in the loop as out-and-out monopoly, since B&K owns every first-run and pre-release house in the loop, with the single exception of the RKO Palace. Allied group figures the Palace unimportant in the situation since that house uses only its affiliate RKO product, plus Universal. The rest of the film output is almost solely in the hands of B. & K.

B. & K., Allied points out, has the Chicago, Roosevelt, United Artists, Oriental, Garrick, Apollo and also the State Lake and the McVickers, though the last-named pair are operated as independent theatres by C. Jones, Linick & Schaefer on a 50-50 deal with B. & K.

Allied is yelping its head off at this so-called monopolistic situation, alleging that B. & K., through these loop holdings, is able to control the release of every picture from Paramount, United Artists, 20th-Fox, Columbia, Warners and Metro.

Squawk is particularly loud when B. & K. runs a film four or five weeks in such a house as the United Artists and then moves it immediately to the Garrick or Apollo for continued loop showing, thus keeping the same picture in the loop as much as 10 weeks or more. And following the loop dates the pictures then go into the B. & K. nabes 'A,' 'B' and 'C' week houses, all running in pre-release, or ahead of the general release theatres.

Exhibits in the indie ranks are yelping that this B. & K. repeated running of a picture takes all the cream off the picture's box-office possibilities, leaving only the skimmed milk to be shared by some 150 general release theatres.

Product Deals

Late deals coming through for Republic on the 1937-38 product include Central States circuit in Iowa; Switlow chain in Indiana; Fabian for upper N. Y. states; Saeuger in 52 situations in the south; Shea circuit in five towns; Warner Bros. in New England; Fox-Widmark in eight situations; and the Schulte chain in Michigan.

Company has been getting a representative number of deals this year with chains of major importance, including those that are hooked up with producer-distributors.

Loew recently took Rep for subsequent runs in the Greater New York territory.

Monogram has closed a product deal with RKO on its 1937-38 product for the Metropolitan N. Y. circuit. Product starts going to RKO in December.

Carole Back Home

Hollywood, Nov. 9. After finishing 'Food for Scandal,' at Warners, Carole Lombard returns to Paramount for 'Midnight.'

Par assignment marks debut of Georges Rigaud, French actor, brought here by the studio last summer.

Other Studios Counsellled Columbia On Strike; Settled After One Day

MacMurray's 'Vacation'

Hollywood, Nov. 9.

Fred MacMurray goes into 'Vacation from Love,' at Paramount following his spot in the forthcoming William Wellman production, 'Men Without Wings.'

'Vacation' is an original by Harlan Ware and Patterson McNutt. Harlan Thompson will produce.

IATSE Records Seized in Calif. Probe on Labor

Hollywood, Nov. 9.

The state assembly's capital-labor investigating committee announced Monday night (8) the technical seizure of all IATSE books and records. Union leaders also were called before the committee for questioning, but were excused until Nov. 15 on account of the Columbia studio strike.

Harland Holmden, IA v.p.; S. B. Newman, International rep, and C. P. Cregan, general auditor, were ordered by the committee to appear Nov. 12. Subpoena was issued for all union records, but no effort made to remove them from the Taft Bldg. headquarters in Hollywood.

Investigators are going over the books in IA offices. Investigator Clayton Adams said, 'We try to make investigation of this kind with as little inconvenience as possible. If we find any records we think committee will be interested in we will remove them at once.'

'It would be very difficult to transport all records to committee and would greatly inconvenience union.'

'There have been many reports and rumors about the IATSE. If they are true this investigation should serve to bring them out. If they are not true it is only fair to the union that they be disproved.'

It was learned that the committee is investigating charges of alleged racketeering by L. A. labor leaders.

GOLDWYN'S \$52,000 AD BALLY FOR 'HURRICANE'

A total of \$52,000 is being spent on the advertising campaign for 'The Hurricane,' which opened last night (Tues.) at the Astor, N. Y., on a twice-daily run, this figure going for advance and first week of run. Figure includes advance newspaper advertising, posting and electric sign. Later, one of the flashiest Astor has had in some time, cost \$10,000 alone.

The campaign is the biggest in terms of money that the Astor has seen and one of the few to top the \$32,000 Sam Goldwyn plunge on 'Nana' at the Music Hall.

'Hurricane' campaign was prepared for Goldwyn by Donahue-Coe in association with Monroe Greenhalgh of UA, and Ben Washer, Goldwyn's personal representative at New York.

Picture goes into a twice-daily engagement tomorrow (Thurs.) at the Locust, Philadelphia, at a \$2 top.

BRIGGS ON COAST

Hollywood, Nov. 9.

O. Henry Briggs, proxy of Pathe, is due here this week on a brief business trip.

Briggs recently was elected to membership on the Monogram board of directors.

Hollywood, Nov. 9. Columbia studios' one-day strike was settled Monday (8) night when Harry Cohn agreed to terms laid down by the IATSE in the employment of makeup artists. Gower street plant was shut down for the day when 400 workers, including cameramen, teamsters, electricians, props, projectionists, grips and others affiliated with the union walked off their jobs at 9:30 a. m. An additional 600 were rendered idle when electricians cut high lines.

Word had also gone out to projectionists throughout county to refuse to screen Columbia pictures until the strike was settled.

A hurried conference was called Monday night which brought Cohn in from Palm Springs when William Bioff, personal rep. of George E. Browne, IA prez, declined to discuss the situation with anyone but him. Late Monday night, Harland Holmden, IA vice prez, announced 'the difficulty has been adjusted and a satisfactory understanding exists. All employees return to work immediately.'

Difficulty came to a head when the studio laid off several makeups, after location return, instructing certain actors to do their own. Although studio was shooting three films only one artist was used in addition to department head. Union insisted on employment of more than one man, and that actors were not qualified to handle their own makeup.

Settlement calls for three makeups and three hair dressers while three pictures are in production. Strikers also received full pay for Monday.

Only after Louis B. Mayer counselled Columbia execs to make their peace with IA did Cohn aides withdraw from their position to try and out-manuever the union. Other studio heads sided with Mayer and demanded Cohn negotiate an immediate adjustment before the strike spread to other plants.

BERGER VS. COL. TEST ON 'HORIZON' HOLDOUT

Minneapolis, Nov. 9. Bonnie Berger, independent theatre circuit owner, has instructed L. B. Schwartz, local attorney, to prepare a paper in a test suit against Columbia to test the validity of a clause in its 1930-37 film contract which, it claims, permitted it to withdraw 'The Lost Horizon' from the Berger's releases.

Berger will contend that he was entitled to 'Horizon' for his Brainerd Amus. Co. theatre at Brainerd, Minn., in consideration of having bought the 30 pictures comprising the '38-37 Col. product. However, Columbia claims it reserved the right to withdraw that film because it showcased it. The 1937-38 product was sold away from Berger to his Brainerd competitor, Bach's Bros., and 'Horizon' was included in this deal.

Schwartz says he will seek a mandatory injunction to compel Columbia to turn over 'Horizon' to Berger. He claims the withdrawal clause is invalid.

1,000 at Will Rogers Anni

Claremore, Okla., Nov. 9. More than 1,000 gathered in a cold drizzling rain here Thursday (4) for a memorial service to Will Rogers upon his 48th birthday anniversary. Gov. E. W. Marland spoke at the memorial service held at the site where a \$200,000 memorial is to be constructed to Rogers. A short time prior a similar service had been held at his birthplace near Cologah. Will Rogers, Jr., attended both services. 'It's hard for me to talk in public,' he commented, 'people expect me to be funny like dad and I can't do that.'

'Ali Baba' Caught in L. A. Slump, Labors for \$25,000 2 Spots; 'Specimen' Neat \$17,500, 'Handsome' Fairish 15C

Los Angeles, Nov. 9. Trade spotty at the regular first-runs, with only a few bright situations. Interest on the week centers largely on Goldwyn's 'Hurricane' which opened a two-day roadshow run at the Carthy Circle (5). Latest Cantor ops: 'Ali Baba Goes to Town,' is disappointing at the State-Chinese where combined gross will probably not hit over \$25,000. 'Perfect Specimen' at the day-date Hollywood and Downtown should bring good \$17,500. 'High Wide and Handsome,' on initial showing at regular admissions, is not very hot at the Paramount.

Estimates for This Week

Carthy Circle (Fox) (1,518; 55-83-10-1.65) — 'Hurricane' (UA). Got away to a \$5 pre-empt (5) and with substantial advance should wind up first week with a neat profit.

Chinese (Grauman) (2,028; 30-40-55-75) — 'Ali Baba' (20th) and 'Borrowing Trouble' (20th). Cantor ops headed for fair \$11,000, first day's take being aided by personal appearance of the comic. Last week, 'Double Wedding' (MG) and '45 Fathers' (20th), big \$13,000.

Downtown (WB) (1,800; 30-40-55-65) — 'Perfect Specimen' (FN) and 'Escape by Night' (Rep), dual. Hit fast pace a opening and looks headed for good \$8,500. Last week, 'They Won't Forget' (FN) and 'Love and Love On Air' (WB), brutal \$4,500.

Four Stars 'X' (MG) (900; 40-55-75) — 'Star X' (MG) (3d week). Wound up last week with \$900 and on third will do \$1,000. May go three extra days. No product is causing struggle.

Hollywood (WB) (2,756; 30-40-55-65) — 'Perfect Specimen' (FN) and 'Escape by Night' (Rep), dual. Hitting fast pace and looks like excellent \$9,000 on the stanza. Last week, 'Won't Forget' (FN) and 'Love On Air' (WB), pretty bad \$6,000.

Pantages (Pan) (2,700; 30-40-55) — 'Stage Door' (RKO) and 'Murder in Greenwich Village' (Col), dual. Last week, 'Double Wedding' (MG) and '45 Fathers' (20th), with final take on last six days, \$6,000. Second full week brought nifty \$9,600.

Paramount (Parthar) (3,595; 30-40-55) — 'High, Wide and Handsome' (Par) and stage show. Short roadshow engagement of this Dunne star at Carthy recently took Dunne out for the regular price run, so he is in sight is \$15,000. Last week, 'Hold 'Em Navy' (Par) with Rudy Vallee on stage, finished to smack \$25,000. Vallee responsible for bulk of the draw.

RKO (2,950; 30-40-55) — 'Stage Door' (RKO) and 'Murder in Greenwich Village' (Col), dual. Hitting fast pace and looks like excellent \$9,000 on the stanza. Last week, 'Double Wedding' (MG) and '45 Fathers' (20th), with final take on last six days, \$6,000. Second full week brought nifty \$9,600.

State (Loew-Fox) (2,024; 30-40-55-75) — 'Ali Baba' (20th) and 'Borrowing Trouble' (20th), dual. Debut aided by personal appearance of Cantor, but trade not up to expectations. Last week, 'Double Wedding' (MG) and '45 Fathers' (20th), nifty \$17,500.

United Artists (Fox-UA) (2,100; 30-40-55) — 'Double Wedding' (MG) and '45 Fathers' (20th), dual. Move-over of Powell-Loy ops fairish at this downtown continued run. Last week, 'Bride Wore Red' (MG) and 'Dangerously Yours' (20th), disappointing with \$2,200.

Wilshire (Fox) (2,296; 30-40-55-75) — 'Double Wedding' (MG) and '45 Fathers' (20th), dual. Doing much better than at its day-date house and should finish with profitable \$7,200. Last week, 'Bride Wore Red' (MG) and 'Dangerously Yours' (20th), weak \$3,900.

'TRUTH-FIGHT' DUAL STRONG \$17,000, BUFF.

Buffalo, Nov. 9. Lafayette celebrating its seventh anniversary with 'Awful Truth' (Col) and 'Truth-Fight' (Col) dual. Bizz represents turn-away calibre and the 10c. increase nights is partly responsible for the big figure. Takings elsewhere are normal or above par.

Estimates for This Week

Buffalo (Shea) (3,600; 30-40-60-70) — 'Perfect Specimen' (FN) and 'Double Wedding' (MG). Last week, 'Zenda' (UA) satisfactory \$15,000.

Century (Shea) (3,400; 25-35-50-75) — 'Way' (Par) and 'Bride Wore Red' (MG). Last week, 'Chan on Broadway' (20th) and 'Borneo' (20th) picked up toward finish with good \$8,000.

Great Lakes (Shea) (3,400; 30-40-55-75) — 'Ali Baba' (20th) (2d week). H. o. slated for fair \$6,500. Last week, nice \$13,000.

Hipp (Shea) (2,400; 30-50) — 'Heidi' (20th). Strong with the youngsters.

should pull over \$8,500. Last week, 'Angel' (Par) built toward end of week for good \$6,500.

Lafayette (Ind.) (3,600; 25-35-50) — 'Awful Truth' (Col) and 'Fight to Finish' (Col). Skyhigh takings for busiest period in years, will go over \$17,000. Last week, '100 Men' (U) (2d week) came in with splendid second stanza for fine \$9,800.

'LOVE'-WEBB ORC BEST IN TEPID HUB, \$22,000

Boston, Nov. 10. Film biz generally tepid this week, although a few over the weekend by football crowds. 'Zenda' on dual bill, holds over at the Orph and State. 'Victoria' on double bill, is satisfactory at the Memorial, aided by a single personal appearance by Anna Neagle and accompanying ballyho.

'Perfect Specimen,' with stage show headed by Mary Brian and Dave Apollon, is getting fair trade. 'Hurricane' roadshow opens at the Colonial Nov. 16.

Estimates for This Week

Boston (RKO) (3,000; 35-55-75) — 'Living on Love' (RKO) and Chick Webb on stage. Aiming at good \$22,000. Last week off to \$15,000 for 'Fight for Lady' (RKO), with Morton Downey topping stage show.

Fenway (M&P) (1,400; 25-35-55) — 'Alcatraz' (WB) and 'Danger, Love at Work' (20th), dual. Fair \$5,000. Last week very good \$8,000 for 'Zola' (WB) (2d run) and 'Over the Goal' (WB) (1st run), double.

Hub (GN) (930; 20-30-40) — 'Atlantic Flight' (Mono) and 'Hidaway' (RKO) (2d run) on the way. Last week 'Sea Racketeers' (Rep) and 'Boots and Saddles' (Rep), dual, \$5,000.

Keith Memorial (RKO) (2,900; 25-40-55) — 'Victoria' (RKO) and 'Living with Ideas' (U). Only fair \$15,000. Last week \$12,500 for second week of 'Lancer Spy' (20th) and 'Breakfast for Two' (RKO), double.

Metropolitan (M&P) (3,400; 35-55-75) — 'Victoria' (RKO) and 'Living with Ideas' (U). Only fair \$15,000. Last week \$12,500 for second week of 'Lancer Spy' (20th) and 'Breakfast for Two' (RKO), double.

Orpheum (Loew) (2,900; 25-35-40-55) — 'Zenda' (UA) and 'League of Frightened Men' (Col), dual hold-

Garbo Vs. Dietrich in Frisco, 19C And \$16,000; 'Zola' Dualled, Nice 16G

San Francisco, Nov. 9. One of strongest arrays of attractions to play first-runs on Market Street in months found this week. At the Geary 'Hurricane' opens tomorrow (10). 'Zola' has been brought to Frisco within a week at its \$150 run at the St. Francis.

Estimates for This Week

Embassy (Cohen) (1,512; 35-55-75) — 'Elephant Boy' (UA) and 'Dark Journey' (UA) (2nd week). Biz has held up remarkably well with this pair of imports which should see a fair enough \$4,500 on holdover. Last week this bill nabbed fine \$6,500.

Fox (F-W) (5,000; 35-55-75) — 'Zola' (WB) and 'Adventurous Blonde' (WB). Bringing back 'Zola' for the Fox audience at popular prices such a short time after its roadshow at the \$4,500. St. Francis, which is also operated by F-W, will hurt the run of 'Hurricane' at the Geary. F-W evidently is trying hard to kill road show here, though 'Zola' was a disappointment as a road show attraction, it is doing okay by the Fox where take looks like healthy \$16,000.

Golden Gate (RKO) (2,850; 35-55-75) — 'Salute' (RKO) and 'Bowes unit' Always hit around \$16,000 when Bowes unit play here. This week no exception. Last week 'Breakfast for Two' (RKO) and 'Big Apple' on stage, \$15,700.

Orpheum (F&M) (2,440; 35-55-75) — 'Awful Truth' (Col) and 'Man Who Cried Wolf' (U) (3rd week). Dunne-Grant, knocking them for a loop with 'Truth'. Third week looks like \$10,000, very hefty. Last week, \$12,000, great.

Paramount (F-W) (2,740; 35-55-75) — 'Conquest' (MGM) and 'Love Is on the Air' (WB). Garbo's latest for MGM looks geared for big \$18,000. For competition is Dietrich in 'Angel at Warfield'. Last week (2nd) 'Perfect Specimen' (WB) and 'Hold 'Em Navy' (Par) sank to \$3,000.

St. Francis (F-W) (1,470; 35-55-75) — 'Ali Baba Goes to Town' (20th) and 'Borrowing Trouble' (20th) (2nd week) Cantor went to town last week at the Fox where biz was good enough to warrant moving this pair here for an additional stint. Expect around \$6,500 in this house. Last week (3rd) 'Double Wedding' (MGM) and 'On Such a Night' (Par), \$5,000.

First Runs on B'way (Subject to Change)

Week of Nov. 11

Astor — 'Hurricane' (UA) (9). (Reviewed in current Variety) Capitol — 'Conquest' (MG) (2d wk).

Criterion — 'Nite Club Scandal' (Par) (12).

Globe — 'Dr. Syn' (GB) (13). (Reviewed in Variety, Sept. 8)

Musie Hall — 'Awful Truth' (Col) (2d wk).

Paramount — 'Angel' (Par) (2d wk).

Rialto — 'Murder on Diamond River' (UA) (13).

Rivoli — '52d St.' (UA) (13). (Reviewed in Variety, Oct. 6)

Roxby — 'Second Honeymoon' (20th) (12).

(Reviewed in current Variety) Strand — 'It's Love I'm After' (WB) (10).

(Reviewed in Variety, July 21) Week of Nov. 18

Astor — 'Hurricane' (UA) (2d wk).

Capitol — 'Firefly' (MG).

(Reviewed in Variety, July 28) Musie Hall — '52d St.' (UA) (13). (Reviewed in Variety, Oct. 6)

Paramount — 'Ebb Tide' (Par) (17).

(Reviewed in Variety, Oct. 13) Rivoli — '52d St.' (UA) (2d wk).

Roxby — 'Merry-Go-Round of '38' (U) (19).

(Reviewed in Variety, Oct. 27) Strand — 'It's Love I'm After' (WB) (2d wk).

over. Easing off to about \$13,000 after big \$18,000 for first frame.

Paramount (M&P) (1,800; 25-35-55) — 'Alcatraz' (WB) and 'Love at Work' (20th), dual. Satisfactory \$7,500. Last week \$10,000, big, for 'Zola' (WB) (2d run) and 'Over the Goal' (WB) (1st run), double.

Scollay (M&P) (2,700; 25-35-40-50) — 'Dead End' (UA) and 'Wife, Doctor, Nurse' (WB) (both 2d run), dual. Very good \$9,000. Last week dual \$5,500 for 'High Wide' (Par) (20th) and 'Begin College' (20th) (both 2d run), double.

State (Loew) (3,300; 25-35-40-55) — 'Zenda' (UA) and 'League of Frightened Men' (Col), dual holdover. Headed for okay \$11,500. First week very big \$16,000.

OK OKLAHOMA CITY

'Stella Dallas' Big \$7,200 — 'Specimen' Perfect \$4,500

Okahoma City, Nov. 9. Past week was hot stuff at everybody's b.o. One house slipped a little. Big promotion and loosening of pocket books helped.

Criterion (Standard) (1,700; 10-35-40) — 'Stella Dallas' (UA). Great campaign looks like sure \$7,200. Last week 'Stage Door' (RKO) did \$5,000, average.

Liberty (Standard) (1,500; 10-20-25) — 'David Harum' (20th) reissue and 'Night of Mystery' (Par). Aver-

Schnickelfritzers and 'Breakfast' Big \$17,000; Mpls. Otherwise Dull

age \$2,500. Last week 'Fit for King' (RKO) and 'Forslorn River' (Par) pulled in \$2,900.

Midwest (Standard) (1,500; 10-20-40) — 'Perfect Specimen' (FN). Will probably pull in \$4,500, average for this house. Last week 'Double Wedding' (MG) did \$7,300 in nine day run having supplanted 'Madame X' (MG) early, latter flopped here.

'Dead End' (UA) (2d week). Should do \$4,000 after strong \$5,000 first lap. Tower (Standard) (1,100; 10-25-35) — 'Lancer Spy' (20th). Probably \$2,000, average take. Last week 'Danger, Love at Work' (20th) and 'Borneo' (20th) running as twins floozed out at \$1,800.

'SPECIMEN' 14G, CINCY; GARBO \$11,000, OKE

Cincinnati, Nov. 9. 'Perfect Specimen' is copping first money currently, scoring a click \$14,000 at the Palace. Next p.o. is 'Conquest', fetching 11G for the Albee. Keith's has a \$4,500 tag on 'Fit for a King.' Other major houses are getting fair returns on repeat product. Cinema biz in the main slightly behind last week. Delightful Indian summer weather over the week-end was a help.

Smallie Family's trade is mounting steadily with new thrice-weekly changes of pix. Its long-time normal tag has risen from \$2,200 to \$2,800 for the past fortnight. Heretofore had two changes a week.

'Zola' is in third and final week at the Shubert, which opens 'Firefly' Thursday (11).

Estimates for This Week

Albee (RKO) (3,300; 35-42) — 'Conquest' (MG). Fair \$11,000. Last week 'Ali Baba' (20th), \$14,000, good.

Capitol (RKO) (2,000; 35-42) — 'Ali Baba' (20th). Transferred from Albee for second week. Fair \$4,000. Last week, 'Double or Nothing' (Par) \$4,500, fair.

Family (RKO) (1,000; 15-25) — 'Wine, Women' (WB), 'Last Train from Madrid' (Par), 'Annapolis Salute' (RKO), singly, great \$2,800. Same last week on 'Smoot' (RKO), 'Range' (U), '40 Naughty Girls' (RKO), 'Wings Over Honolulu' (U), separate.

Grand (RKO) (1,200; 25-40) — 'Life Begins at College' (20th). Third downtown week, fair \$2,800. Last week, 'Double Wedding' (MG) (3d week), \$3,500, big.

Keith's (Libson) (1,500; 25-40) — 'Fit for King' (RKO). Okay, \$4,500. Last week, 'Heidi' (20th) (2d week), \$5,500, big.

Lyric (RKO) (1,400; 35-42) — 'High, Wide' (Par). Moved over from Palace for second week. Fair \$3,800. Last week, 'Music for Madams' (RKO), six days \$1,800, season's low.

Palace (RKO) (2,600; 35-42) — 'Perfect Specimen' (WB). Solid hit, \$4,000. Last week, 'High, Wide and Handsome' (Par), \$11,500, fairly good.

Shubert (RKO) (2,150; 35-42) — 'Zola' (3d week). Slow \$3,500. Last week \$6,000, fair.

'Awful Truth' (Col) and 'Man Who Cried Wolf' (U) (3rd week). Dunne-Grant, knocking them for a loop with 'Truth'. Third week looks like \$10,000, very hefty. Last week, \$12,000, great.

Paramount (F-W) (2,740; 35-55-75) — 'Conquest' (MGM) and 'Love Is on the Air' (WB). Garbo's latest for MGM looks geared for big \$18,000. For competition is Dietrich in 'Angel at Warfield'. Last week (2nd) 'Perfect Specimen' (WB) and 'Hold 'Em Navy' (Par) sank to \$3,000.

St. Francis (F-W) (1,470; 35-55-75) — 'Ali Baba Goes to Town' (20th) and 'Borrowing Trouble' (20th) (2nd week) Cantor went to town last week at the Fox where biz was good enough to warrant moving this pair here for an additional stint. Expect around \$6,500 in this house. Last week (3rd) 'Double Wedding' (MGM) and 'On Such a Night' (Par), \$5,000.

'Zola' is slightly better than average at the Denver, but goes to Aladdin for a second week. Other first runs strong except Denham, with 'Hold 'Em Navy' which suffered because of strong competition due to weather which is great for mountain trips and picnics and not so good for theatres. First runs at least, are not complaining, however.

Estimates for This Week

Aladdin (F-W) (1,500; 25-40) — 'Dr. Syn' (GB). Good \$4,000. Last week, 'Heidi' (20th) nice \$4,500, and moved to the Broadway.

Broadway (Fox) (1,500; 25-40) — 'Heidi' (20th), after a week each at the Denver and Aladdin. Strong at \$3,500. Last week, 'Wife, Doctor, Nurse' (WB) \$2,000, after a week at each the Denver and Aladdin.

Denham (Cockrill) (1,500; 25-35-40) — 'Hold 'Em Navy' (Par). Fair \$5,000. Last week, 'Angel' (Par) was fair at \$5,000.

'Zola' (WB) (2,500; 25-35-50) — 'Zola' (WB). Panning out a little better than average at \$9,000. Last week, 'Life Begins' (20th), backed by snappy Hawaiian stage show, did a fine \$12,000. First went to the Rialto for a second week.

Orpheum (RKO) (2,600; 25-35-40) — 'Double Wedding' (MG) and 'Saturday's Hero' (RKO). Big \$14,500. Last week, 'Double Wedding' (MG) and 'Saturday's Hero' (RKO) did a fair \$7,500.

Paramount (Fox) (2,000; 25-40) — 'West of Shanghai' (WB) and 'Dance, Darling' (WB). Panning out a little better than average at \$8,500. Last week, 'Lancer Spy' (20th) and 'Hot Water' (20th) nice \$9,000.

Rialto (Fox) (900; 25-40) — '100 Men' (U). After a week at each the Denver and Broadway, at each Lady Fights Back' (U). Rappaport \$2,000. Last week, 'Horizon' (Col) did a fine \$2,000. This is the seventh week counting the road show for this film in Denver first runs.

Minneapolis, Nov. 9. With more than 5,000 making the jaunt to Iowa City to see the Minnesota-Iowa football game over the weekend and a general tendency to hold back entertainment expenditures otherwise until the Gophers' homecoming celebration with Northwestern next Saturday, the current box office is shaping up with lull. Grosses of moderate proportions are in the cards. But another record influx of visitors for the Minnesota State for seven more downtown tickets assured and the theatrical trade is looking hopefully ahead.

'Schnickelfritz' band, Twin City night club sensation, heading a 'revue' and exploitation, with its adjunct, 'Breakfast for Two'. Other newcomers, 'Ali Baba' and 'Vogues', at the Minnesota and Century, respectively, are in bad shape.

Holdovers are the rule here nowadays, rather than the exception. This time it's 'Double Wedding', which moved over from the Minnesota to the State for seven more downtown days after clicking well in its initial stanza. Moreover, '100 Men' remains at the World for a fifth loop week, played a fortnight at the Century before its engagement in this spot.

The legitt at last is having an inning. 'Covarrhi' having forth for three nights and a matinee at the Lyceum. Also, the annual auto show is current at the Auditorium.

Estimates for This Week

Aster (Public-Singer) (900; 15-25) — 'Confession' (WB) split with 'Mr. Moto' (20th) (2d runs) and last three days of 'Double Wedding' (MG) and 'She Asked for It' (Par). Looks like mild \$800. Last week, 'Big House' (MG) and 'Dancing Queen' (20th) did \$1,000, mild.

Century (Public-Singer) (1,600; 25-35-40) — 'Vogues' (UA). Had Hollywood premiere Thursday night with cash prizes of \$25, \$10 and \$5 to the three smartest ensembles worn the opening night. A big splash in advance of the show, \$6,500 first week, \$1,000, mild.

Minnesota (Public-Singer) (4,200; 25-35-55) — 'Ali Baba' (20th). Well exploited, but scale an adverse factor stays only six days, brutal \$14,500 first week, 'Double Wedding' (MG), \$11,000, good.

Orpheum (Public-Singer) (2,800; 35-40-55) — 'Breakfast for Two' (RKO) and vaude headed by Freddie Brown and 'Schnickelfritz' name. 'Schnickelfritz' the nag, having been a smash hit at a Twin City night club and copped considerable gratuitous publicity that's now standing it in 20th week, \$6,500, fair.

State (Public-Singer) (2,300; 25-35-50) — 'Double Wedding' (MG) (3d week). Moved here from Minnesota, still rolling along headed for pretty good \$5,000. Last week, 'Stage Door' (RKO) did \$4,500, fair.

Time (Berger) (280; 15-25) — 'Trader Horn' (MG). House playing reissues regular and 'Double Wedding' getting by, mild \$600 indicated. Last week, 'King Solomon' (GB), reissue, \$800, fair.

Uptown (Public) (1,200; 25-35) — 'Varsity Show' (Par). First week showing, mild \$2,500 in prospect. Last week, 'Double or Nothing' (Par), \$2,700, fair.

World (Steffes) (390; 25-35-40-55) — '100 Men' and 'Gladys' (20th). Slipping and this looks like final session. Pointed toward mild \$1,200. Last week, \$1,700 pretty good after nice \$2,000 first week here.

Mt. Climbing Time In Denver, but Sock 14½G For 'Wedding-Hero'

Denver, Nov. 9. 'Double Wedding' and 'Saturday's Hero' are packing the Orpheum with daily holdovers. Broke house record for double bill with \$8,500.

The house was packed for a real, live 'Double Wedding' on stage Monday night. Film's staying a second week.

'Zola' is slightly better than average at the Denver, but goes to Aladdin for a second week. Other first runs strong except Denham, with 'Hold 'Em Navy' which suffered because of strong competition due to weather which is great for mountain trips and picnics and not so good for theatres. First runs at least, are not complaining, however.

Estimates for This Week

Aladdin (F-W) (1,500; 25-40) — 'Dr. Syn' (GB). Good \$4,000. Last week, 'Heidi' (20th) nice \$4,500, and moved to the Broadway.

Broadway (Fox) (1,500; 25-40) — 'Heidi' (20th), after a week each at the Denver and Aladdin. Strong at \$3,500. Last week, 'Wife, Doctor, Nurse' (WB) \$2,000, after a week at each the Denver and Aladdin.

Denham (Cockrill) (1,500; 25-35-40) — 'Hold 'Em Navy' (Par). Fair \$5,000. Last week, 'Angel' (Par) was fair at \$5,000.

'Zola' (WB) (2,500; 25-35-50) — 'Zola' (WB). Panning out a little better than average at \$9,000. Last week, 'Life Begins' (20th), backed by snappy Hawaiian stage show, did a fine \$12,000. First went to the Rialto for a second week.

Orpheum (RKO) (2,600; 25-35-40) — 'Double Wedding' (MG) and 'Saturday's Hero' (RKO). Big \$14,500. Last week, 'Double Wedding' (MG) and 'Saturday's Hero' (RKO) did a fair \$7,500.

Paramount (Fox) (2,000; 25-40) — 'West of Shanghai' (WB) and 'Dance, Darling' (WB). Panning out a little better than average at \$8,500. Last week, 'Lancer Spy' (20th) and 'Hot Water' (20th) nice \$9,000.

**B'way Biz Under Hopes; Garbo 46G,
Dietrich-Dorsey \$41,000, Shirley 41G
But No H. O.; 'Truth' Okay \$90,000**

recently, he and the Rainer-Tacey meller are doing big paintings to \$32,000 or over. Last week, C and Earth' (MG) (2d run) and Lou Holtz came close to \$30,000.

maiestem smashed six-year house record with \$11,200.
Palmer (Loew) (2,363; 35-55)—'All Baba' (UA). Below average \$12,000.
Last week 'Zenda' (UA) (2d week) broke \$9,000.

She turned down a part in a Guthrie McClintic play to do the picture job.

She turned down a part in a Guthrie McClintic play to do the picture job.

Pitt Pooh-Poos Depress Talk; 'Alcatraz'-Bestor \$24,000, 'Heidi' 9G

Pittsburgh, Nov. 9. While elsewhere boys are crying about slump biz has taken in last few weeks, alleged depression has been added to the movie trade. Takings are continuing upward.

Stanley is making hay again this season with combo of Bestor and 'Alcatraz,' shooting at least 25% over previous stanza's take. Big week-end showing of 'Heidi' will be enough to insure a profitable session.

Alvin (Harris) (2,000; 25-35-50)—'Heidi' (20th). Deluge of kids over week-end, atop two opening bar bites, sufficient to pull Temple starrer into money class, but mite is no longer the two-weeker she once was around here. 'Hokicki' (10,000; 8th). House opening 'All Baba' (20th), Armistice Day, for fortnight, then pulling up with 'Awful Truth' (Col.) on Thanksgiving Day. Last week 'Something to Watch About' (GN) n.s.h., around \$5,850 on six days.

Fulton (Shea-Hyde) (1,750; 25-40)—'Happened in Hollywood' (Col.). Week-end alone on this one. Then 'Laid Right Back' (U) went in on Sunday (7) to wind up the stanza as dual feature. Last week 'Something to Watch About' (GN) underestimated, did about \$3,000.

Fenn (Loew's-UA) (3,300; 25-35-50)—'High, Wide' (Par). Notices generally very good, but customers not evidencing basic group interest. In six days will be lucky to take \$10,000. House opening 'Conquest' (MG) on Thursday (11) to get in on the holiday, and sticking to a Thur. getaway until after Thanksgiving. Last week 'Double Wedding' (MG) great at \$21,500, and good enough to win h.o. at Warner.

Hankey (WB) (3,600; 25-35-50)—'Alcatraz' (WB) and Don Bestor's ork. Combo developing into smash and, on strength of first three days, should wind up pretty close to great \$24,000. Bestor a long-time fave here, but draw of pic can't be discounted, since on Sunday (7), playing without flesh, it gave house biggest Sunday take since last week's 'Conquest' was legalized. Last week 'Perfect Specimen' (WB), with Bunny Berigan-Jackie Heller close to \$21,000.

Warner (WB) (3,000; 25-35-50)—'Double Wedding' (MG). Moved here after clikk stanza at Penn, and doing well enough. Should turn in close to \$5,000 in six days, good. Last week 'Riding' (Col.) took \$4,000. 'Over Goal' (WB) not bad \$5,000 in eight days.

'Lost Horizon' Headed For 4th Week, Lincoln; 'Varsity' Okay Solo

Lincoln, Nov. 9. News is the strongest of 'Lost Horizon' aiming for fifth week at Kiva. Still getting better than anything in months. 'Varsity Show,' coupled with homecoming at Nebraska-Kansas game, started Stuart off strong.

Estimates for This Week
Kiva (Westland) (400; 10-20-25-30)—'Lost Horizon' (Col.) (3d wk). Goes fourth week. Hit \$600 last week, very good, and is after okay \$1,400 currently.

Liberty (LTC) (1,200; 10-15)—'Trouble at Midnight' (U) and 'Devil Is a Lady' (MG) split with 'Something to Watch About' (GN) and 'Behind Mike' (U). Oke, \$900. Last week 'Carnival Queen' (U) and 'Boothill Brigade' (Rep.) split with 'Doomed at Sundown' (Rep.) and 'Sophie Lang' (Par), so-so \$850.

Lincoln (LTC) (1,800; 10-20-25)—'That Certain Woman' (WB). Bette Davis always good here, and in eighth fine. Last week 'East of New York' (RKO) split with 'Romeo and Juliet' (MG) oke \$3,000.

Orpheum (LTC) (1,350; 10-15-20-25-30)—'Dancehall' (MG) and Ed Gardiner's 'Rock Club Scandal' split with 'Dodd Takes Air' (WB) and 'Saturday's Heroes' (RKO). Excellent \$3,000. Last week 'Nouveau Marietta' (MG) (reissue) and 'Bad Guy' (MG) split with 'Toast New York' (RKO) brought over from Lincoln, \$1,400.

Quart (LTC) (1,000; 10-15-40)—'Varsity Show' (WB) started with a movie theater and doing oke \$3,700. Last week 'Zenda' (UA), all right \$2,700.

Westland (Westland) (1,100; 10-15)—'Under the Gun' (Col) and 'Boots of Blood' (Col) split with 'Everybody Dance' (Indie) and 'Trapped

by G-Men' (Col). At \$1,000, so-so. Last week 'Sing While You're Able' (Indie) and 'Living Dangerously' (Col) split with 'Girl' (MG) and 'One Man Justice' (Col), \$1,000, average.

INDPLS. SLOW, DIETRICH 5G

Indianapolis, Nov. 9. All quiet at this front as business continues to slump at first-run box offices. All houses are reaching out for new stimuli to trade because the alibis are hard to find and things are really getting tough.

'Live, Love and Learn' at Loew's is probably better off than any of the current attractions at the first run houses with a good gross, while the vaudeville 'Lyric' is faring moderately well with 'Great Garrick' and a vaude lineup minus names. The recently re-opened Indiana is very sluggish.

Estimates for This Week
Apollo (Katz-Dolle) (1,100; 25-40)—'All Baba' (20th) and 'Dangerously Yours' (WB) (2d wk). House opening for holdover session from the Indiana, okay at \$3,600. Last week holdover of 'Heidi' (20th) and 'Fenn the Miller' (U) fair \$3,100.

Circle (Katz-Dolle) (2,800; 25-40)—'Fight for Your Lady' (RKO) on double bill with 'Westland Case' (RKO). Very light at \$4,000. Last week 'Breakfast for Two' (RKO) and 'Saturday's Heroes' (MG) was a trifle better at \$4,400.

Indiana (Katz-Dolle) (3,100; 25-40)—'Angel' (Par) duals with 'Hold 'Em Navy' (Par). Dietrich film rather slow at \$5,000. Last week 'All Baba Goes to Town' (20th) and 'Dangerously Yours' (20th) very good at \$5,000.

Kelth's (Kane) (1,300; 15-25)—'Man Who Cried Wolf' (U) and 'Vagabond' (MG) duals with 'Hold 'Em Navy' (20th). Last week 'Flash Casey' (GN) and Blackstone magic show on stage \$3,400, better than usual but still in carnage.

Loew's (Loew's) (2,400; 25-40)—'Live, Love and Learn' (MG) and 'It Happened in Hollywood' (Col.). Former picture giving plenty of national ad assistance. This is good at \$8,250. Last week dual of 'Something to Sing About' (GN) and 'Life Begins with Love' (Col) was bad at week at \$4,000. Last week 'House' will continue on Thursday openings.

Lyric (Olson) (2,000; 25-30-40)—'Great Garrick' (WB) and vaude. Picture played up over stage bill. Results are all right at \$8,500. Last week 'West of Shanghai' (WB) and 'Can You Sings' (Col) stage revenue finished about even at \$7,900.

P.A.'s Help 'Barrier' to Big 12G

Seattle, Nov. 9. With Jean Parker, Jimmie Ellison and Vincent Price, 'The Barrier' is on at world premiere of 'The Barrier' last Friday night. Paramount is stepping out this week. Pic filmed in Alaska, it's a real draw.

Estimates for This Week
Blue Mouse (Hamrick-Evergreen) (900; 27)—'Make a Wish' (RKO) and 'Women Men Harry' (MG), dual. Headed for big \$3,000. Last week 'It's Gitt' (Par) and 'Forlorn River' (Par), dual, big \$2,800.

Coltara (Hamrick-Evergreen) (1,800; 21-37)—'Good Earth' (MG). Paced at \$3,500, good. Last week 'Stella Dallas' (UA) and 'Great Gambler' (Par), dual, \$3,200.

Colonial (Sterling) (850; 10-21)—'Crashing Thru Danger' (Mono) and 'Slaves in Bondage' (Ind). dual. Fa. at \$2,600. Last week 'Renewal of Blood' (GN) and 'Gay Love' (Ind) dual, \$2,600, big.

Fifth Avenue (Hamrick-Evergreen) (2,400; 32-37-42)—'Double Wedding' (MG). Great, \$10,000 be-

BROOKLYN IN CHIPS

'Stage Door', \$19,000—'Souls at Sea', 22G—Others Hold Own

Brooklyn, Nov. 9.

Downtown Brooklyn deluxers are experiencing considerable opposition this week, particularly the local auto show which started Saturday and will continue one week. Other competition includes the legit show, 'Bedlam' (WB) and 'The Great Dictator' at Werba's Brooklyn, pop-priced opera at Academy of Music, and Kiki Roberts in girle show at Star.

But this isn't denting biz at all. 'Souls at Sea' (Par) and 'Bride for Henry' (Antipate) excellent \$22,000. 'Fighting Back' (MG) (Col) and 'Over the Goal' (WB) (2d wk), \$18,500, good.

Strand (2,000; 25-35-55)—'Drummond a Bay' (Rep) and 'Lady Fingers' (MG) (2d wk). Satisfactory \$5,000. Last week 'Behind the Mike' (U) and 'Youth on Parade' the same.

Estimates for This Week
Albee (2,500; 25-35-55)—'Stage Door' (RKO) and 'Music for Madame' (RKO) (2d wk). Satisfactory \$19,000. Last week 'Life Begins in College' (20th) and 'Hot Water' (20th), pleasant, \$15,000.

Par (4,000; 25-35-55)—'West of Shanghai' (Par) and 'Wrong Road' (Rep). Will garner okay \$15,000. Last week 'Alcatraz' (WB) and 'This Way, Please' (Par) ditto.

Met (2,400; 25-35-55)—'Big City' (MG) and 'Madame X' (MG). Dualers will bring in healthy \$15,500. Last week 'Good Earth' (MG) (2d wk) drew nice \$15,500.

Paramount (4,000; 25-35-55)—'Souls at Sea' (Par) and 'Bride for Henry'. Antipate excellent \$22,000. Last week 'Fighting Back' (MG) (Col) and 'Over the Goal' (WB) (2d wk), \$18,500, good.

Strand (2,000; 25-35-55)—'Drummond a Bay' (Rep) and 'Lady Fingers' (MG) (2d wk). Satisfactory \$5,000. Last week 'Behind the Mike' (U) and 'Youth on Parade' the same.

Estimates for This Week
Broadway (Parker) (2,000; 30-45)—'Perfect Specimen' (WB) and 'West of Shanghai' (FN). Registered well and over the top for good \$6,500. Last week 'Live, Love' (MG) and 'Back in Circulation' (WB) lacked punch, but good enough at \$4,500.

Mayfair (Parker-Evergreen) (1,500; 30-45)—'Women Men Marry' (MG) plus Count Berni Vici's 'Spices of 1937'. Getting triple normal biz at this house. \$12,000. Last week 'Dead End' (UA) and 'Navy Blues' (Rep), second stanza after winning week at Broadway, \$2,300.

Orpheum (Hamrick-Evergreen) (2,000; 30-45)—'The Barrier' (Par) and 'Lancer Spy' (20th). Second week and going nicely, okay \$4,000. First week, \$6,000, good.

Paramount (Hamrick-Evergreen) (3,000; 30-45)—'Stage Door' (RKO) and 'Dangerously Yours' (20th). Second week hitting nice pace

hind oke campaign. Last week, 'Stage Door' (RKO) \$7,700, good. 'Dangerously Yours' (20th), \$2,400. 'Vogues of 1938' (UA). Special exploitation aiding toward \$6,000, good. Last week 'Dead End' (UA), 4th and final week, \$3,700, okay.

Musie Box (Hamrick-Evergreen) (900; 32-37-42)—'Stage Door' (RKO). Good \$3,100. Last week 'Life Begins' (20th), okay \$2,800.

Orpheum (Hamrick-Evergreen) (2,700; 32-37-42)—'Back in Circulation' (FN) and 'Chan on Broadway' (20th) dual. Okay \$6,300. Last week 'Big City' (MG) and 'Sophie Lang' (Par), dual (2nd week), six days, \$4,400, okay.

Palomar (Sterling) (1,350; 16-27-37)—'Outlaws of Orient' (Col) and vaude. Looks for O.K. \$3,300. Last week 'Girl Said No' (GN) and vaude, \$3,100, fair.

Paramount (Hamrick-Evergreen) (3,100; 32-37-42)—'The Barrier' (Par). World premiers with Jean Parker and Jimmie Ellison, in person, hitting \$12,000, plenty fine. Oke 'Em Navy' (Par) added after opening day. Last week 'Life o' Party' (RKO) and 'Spices of 1938' on stage, \$10,500, great.

Roosevelt (WB) (850; 21-32)—'Confession' (WB) and 'Gay Love' (Ind), dual, Good \$2,500. Last week 'Magnificent Obsession' (U) and 'Blonde Trouble' (Par), dual, four days, \$1,300, terrible.

Pigskin Influx Brightens Philly; 'Navy'-Bands \$21,500, Cantor \$19,000

around \$4,500. First week mopped up, strong \$7,300.

United Artists (Parker) (1,000; 30-55)—'Firefly' (MG). Opened to smash biz after terrific campaign. First week going for great \$7,500, and will hold. Last week 'Conquest' (MG) and 'Miss Aldrich' (MG), oke \$5,000.

'TRUTH' SOCKO \$18,000, BALTO

Baltimore, Nov. 9. Plenty of draft here for 'Awful Truth' (Col) at the combo Hippodrome. Bango \$18,000 in eight. Oke 'Double Wedding' (MG) at Loew's Saturday and four on Sunday, Dunne comedy is ahead of 'Stage Door', opening two weeks ago, and previous top set by 'Theodora' in same house.

Estimates for This Week
Century (Loew's-UA) (3,000; 15-25-35-40-55)—'Double Wedding' (MG). Pacing for rory \$15,500. Last week, six days of 'Vogues' (UA), disappointing at \$8,200.

Hippodrome (Rappaport) (2,200; 15-25-35-40-55-66)—'Awful Truth' (Col) vs vaude. Leading the town in grand style with a sock \$18,000 in eight. Last week, second of 'Stage Door', held up nicely to \$11,400, after a bang opening session to \$17,700.

Kelth's (Schanberger) (2,500; 15-25-35-40-55)—'Alcatraz' (WB). Getting a fairly steady play to \$6,000. Last week 'Between Two Women' (MG) not very exciting at \$4,600.

New (Mechanic) (1,400; 15-25-30-40-55)—'All Baba' (20th) 2d wk. Not held up so strong, with no more than \$3,600 in store after a profit making opener at \$6,700.

Stanley (WB) (3,450; 15-25-30-40-55)—'Perfect Specimen' (WB). Opening Wednesday (10) after 10 days of 'Angel' (Par) to disappointing \$6,500.

Omaha Sheds Infantile Scare, 'Heidi' \$10,000; Auto Show Competish

Omaha, Nov. 9. Week sees Orpheum step back into lead with 'Shine' (20th) as the reason. Virtually first time since ban lifted a month ago that kids have taken to downtown house in any numbers.

Estimates for This Week
Brandeis (Singer-RKO) (1,250; 10-25-35-40)—'Breakfast for Two' (RKO) and 'Over the Goal' (FN) doubled with March of Time added. Satisfactory at midnight show Saturday. Last week 'Stage Door' (RKO) and 'Love Is on the Air' (FN) dual \$4,500, heavy play for holdover.

Omaha (Blank) (2,976; 10-25-40)—'Heidi' (20th-Fox) and 'Miss Aldrich' (MG) twin bill. Riding along to \$10,000 with heaviest play from kids since infantile scare. Big apple contest at midnight show Saturday still rolling. Last week 'Something to Sing About' (GN) and 'Madame X' (MG) in double harness only so-so \$7,750.

Annual WB Meet Dec. 3
Wilmington, Nov. 9. Annual stockholders meeting of Warner Bros. Pictures, Inc., to be held at Corporation Trust Co. offices here Dec. 3. Five directors to be elected.

Annual directors' meeting will follow in New York.

Jesse's By-Line

Hollywood, Nov. 9. Paul Block's newspaper combine is making a deal with George Jessel for latter to write a daily column.

Scribbling would be along same lines as actor's 'Hello, mama' phone conversations, if and when deal is mutually agreed upon.

Philadelphia, Nov. 9. Good weather, with big football crowds, perked up week-end biz in Philly, lifting some of the recent gloom that has been hovering over b. o's here. But no turnarounds.

Estimates for This Week
Aldine (1,200; 40-55-75)—'52d Street' (UA). Looked for as a holdover, but not at this rate, with poor \$9,500. S.m.e thing true last week with 'Stand-In' (UA) at \$9,800. 'Great Garrick' (WB) follows.

Arcadia (600; 35-40-50)—'Bride Wore Red' (MG) (2d run). Still experimenting here and still not clicking. Good for \$1,400 if it holds out the week. 'Something to Watch About' (GN) was somewhat better last week on first run, but Cagney fans not numerous enough to give it over so-so \$2,200 in 10 days.

Boyd (2,400; 40-55-65)—'Conquest' (MG). Garbo coquesting no exceptional b. o. here, but plenty strong for a one-week holdover at \$20,000. Last week 'Awful Truth' (Col) held up swell for its second stanza and had plenty of goods to make it three, had Cagney not been showing. Got sock \$2,800.

Earle (3,000; 25-40-55)—'Hold 'Em Navy' (Par) plus Rita Rio and Lucky Millinder bands on stage. Leading the town in take, but not overwhelming. Last week 'Awful Truth' (Col) held up swell for its second stanza and had plenty of goods to make it three, had Cagney not been showing. Got sock \$2,800.

Karlton (1,100; 40-50)—'Angel' (Par) (2d run). Doing nothing more here than at the Fox. Slow \$3,500. 'Zenda' (UA) (2d run) last week quite a bit better at \$4,800.

Kelth's (2,400; 40-50)—'Awful Truth' (Col) (2d run). One of the few comedies that hit Philly recently to really hold up. Unbelievably bright here with \$9,000, clicking off almost \$5,000 in first session, good but not exceptional. 'Fire in the Burrows' (MG) (2d run) is an example of a comedy that didn't last. Sick at \$4,100.

Stanley (3,000; 40-55-65)—'Stage Door' (RKO) (2d week). Another one that looks like this week behind fifty notices, but a very mild \$12,500. Got \$19,300 in its first session, good but not exceptional. 'Fire in the Burrows' (MG) (2d run) is an example of a comedy that didn't last. Sick at \$4,100.

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NLRB Stalls Off Coast Unions

Pending Outcome of SWG Hearing

Hollywood, Nov. 9. Hopes of unrecognized studio crafts to negotiate early working agreements with the producers were blasted by announcement of the National Labor Relations Board that no further hearings will be held on film complaints until after a decision is handed down on petition of the Screen Writers' Guild for an election of writers to select a bargaining representative.

Oral arguments in the screen writers' case will be heard by the board in Washington, Nov. 19. Board members then will go into a huddle on the evidence and a decision can be expected within two or three weeks after the arguments.

Decision to delay hearings was reached because of jurisdiction attack in writers' case. The producers claimed they were not engaged in interstate business, that writers are not employees, and that board is without jurisdiction. If the board holds it has jurisdiction and classifies writers as employees, date for the election will be fixed and hearings ordered on complaints of Screen Directors Guild, Society of Motion Picture Interior Decorators and other organizations that have tried unsuccessfully to negotiate with the producers.

A M G Battles Tax

Artists' Managers Guild has appointed a committee to seek 'more equitable income tax provisions' for actors and other top in film industry. Committee which will work in cooperation with Guild's attorney, Byron C. Hanna, is composed of M. C. Levee, AMG president; Frank Vincent, John Hyde, Bert Allenberg, Leland Hayward and Ralph Blum.

In announcing start of state and national campaign to secure income tax relief for actors, Guild issued following statement:

The Artists Managers Guild has appointed a special committee to study with counsel, income tax legislation, both national and state, for the purpose of rectifying injustices now suffered by those who are subjected to income tax on personal earnings.

'It is a subject of common observation in the theatrical profession that the lucrative earnings of a few years enjoyed by an artist, often after long years of unremunerative preparation, are largely appropriated by the Government in the form of income tax payments. The injustice of this is apparent.'

'It is manifestly unfair for the Government to assess such heavy taxes against the income accruing in a few years of lucrative earnings without taking into account the extended preparatory period and the years of reduced income which follow such a lucrative period.'

Dispute Income Meaning

'Furthermore, personal earnings do not represent income in the strictest sense. They represent the sale of capital which is the ability and energy of the individual producing the income. In business enterprises allowances are made for depletion and obsolescence but no similar allowances are made to individuals in relation to income accruing from personal earnings.'

'This obvious injustice demands correction and it is the purpose of the Artists Managers Guild to pursue the subject energetically with the object of securing more equitable income tax provisions relating to personal earnings.'

Los Angeles chapter of American Federation of Actors is being organized by Ralph Whitehead, executive secretary of AFA. Performers in nightclubs, clubs, restaurants, carnivals and circuses will be admitted to membership.

United Scenic Artists of America, which had its charter lifted by the Brotherhood of Painters, Decorators & Paperhangers of America, has nixed affiliation with Motion Picture Painters Local 644 and will seek to negotiate working agreement as independent organization. Is generally understood organization later will affiliate with International Alliance of Theatrical Stage Employees.

SAG Mass Meet Dec. 1

Mass meeting of the senior Screen Actors Guild will be held Dec. 1 to consider grievances of day and freelance players.

Day players claim they now lose work because the producers are not willing to give a definite commitment for their appearance in a production. The producers claim this

Lehman, 25 Years a K. C. Mgr., Quits for Realty

Kansas City, Nov. 9. Lawrence Lehman, the burg's vet theatre operator, has left the biz after 25 years managing various houses here. From the old Orpheum he took up managerial reins of the new Orpheum where he remained 12 years. He resigned as manager of the Newman last week where he had been several months following 10 years at the Main street. He's taking a fling at real estate biz.

Jerry Zigman has come on from Paramount office, Denver, to take the Newman assignment.

RCA's 20c Divvy A Surprise; 9-Mo. Net at \$6,599,111

With Radio Corp. of America net profit for the first nine months this year \$6,599,111, or nearly \$4,000,000 ahead of comparable period in 1936, directors last week did a neat meat-cutting job. Surprise action was the initial dividend on the common, board declaring 20c on the common shares payable Dec. 21 to stockholders on record Nov. 12. Usual quarterly 8c was paid on first preferred, payable on same date but of record Dec. 3. This maintains the annual \$3.50 rate.

Another surprise package was the \$31.25 in cash declared on outstanding Preferred B shares. This will be paid the same date but to stock of record Dec. 10. With only 16,196 shares of the original total of 766,897 B Preferred remaining outstanding, this means an outlay of more than \$600,000 for this distribution alone.

Company estimated that these latest declarations brought dividends disbursed so far this year to about \$6,450,000.

Net profit of \$6,599,111 for the nine months compared with only \$2,847,383 in same period last year or 30c per common share against 3c in 1936. Gross from operations totalled \$82,847,873 against \$69,037,084. Depreciation was lower for the first three quarters but provision for Federal income taxes rose to \$1,581,500 from \$659,100. No provision was made for federal surtax on undistributed profits because exact amount will not be known until close of year. Present dividend policy indicates that the company will distribute this profit rather than face a heavy surtax penalty.

For the quarter ending Sept. 30, net profit was \$1,951,728 against \$1,083,604 in comparable period of 1936. This was equal to 8c on the common against 2c. Provision for income taxes was virtually double what it was in the third quarter last year. Gross income from operations rose from \$23,094,558 to \$30,052,173.

is often not possible because of the difficulty in breaking down a script close enough to tell exactly what date the player will be needed.

Players may be tentatively engaged for one day, turn down an offer from another studio, and when he reports to first producer learn that his appearance before the camera has been postponed. Player in meantime has lost a day and perhaps several days work.

SAG will attempt to work out some plan whereby player will be paid for day named and producer not be forced to carry him on the payroll for a week or 10 days.

Seek Producer Action

Organizations in studio basic agreement are preparing to ask the producers to arrange conference here to iron out grievances that were not settled at April meeting in New York. Grievances are largely minor, but business representatives of unions claim members are losing work because of interpretations placed on working pacts by studio superintendents.

Studio labor unemployment in many crafts is now at lowest level since 1933. Labor leaders attribute unemployment to general unrest caused by changes and reported changes in studio personnel.

Wilmington Ups Scales

Wilmington, Nov. 9. Picture admissions jacked 5-10c here in almost every house. Managers cited higher film rentals and labor costs.

Loew's and Aldine (Stanley) quoted the sharpest mark-ups, going from 40c to 50c. evening, tax included.

MUSIC HALL TRYING TO MAKE ITS OWN DEAL

The Music Hall, N. Y., is not a part of the deal reached by all other houses and circuits in New York with the stage hands' union granting an increase of 12% this year by de-luxers and 10% by all other theatres. Preferring to dicker direct with the hands, the Music Hall management is meeting with a union committee this week. Over there a 12% boost now, plus another 6% next year, as agreed upon by the Roxy, Paramount, Capitol and others, would mean a heavy added expense and expected that the Hall will try for concessions.

Originally, stage hands took a cut of 15% in de-luxers and 12 1/2% in other houses. Under the deal now reached, in lieu of that cut, taken before the Hall was in operation, the hands get the 12% boost retroactive to the first week in September, date depending on what day theatres pay off. For the other theatres it's 10%.

It is also agreed that next September, under the two-year agreement, the boys get an additional 6 and 5% raises.

The overtime of \$2.34 an hour top for de-luxers remains unchanged and it is agreed there will be no reduction in manpower. The latter question may be one that will figure in any agreement negotiated with the Music Hall.

Theatre Becomes Church When Fire Razes Latter

St. John, N. B., Nov. 9. A local neighborhood picture theatre is doing double duty as a church. When fire wrecked the Main Street Baptist Church, located in the north end of St. John, and one of the largest edifices in this section, the use of the Regent, also in the north end, was offered to the pastor and trustees of the church and without charge as a temporary church.

Joseph M. Franklin, of Franklin & Herschorn, owners of the theatre and also the Mayfair in the centre of the city, as well as three houses in the Halifax, N. S. zone and one at Ottawa, Ont., was publicly thanked by the pastor of the fire-routed congregation for his generosity.

Stong's W. E. Shift

Another readjustment in Electrical Research Products organization was revealed this week when C. L. Stong, advertising-publicity chief, was shifted to the executive staff as publicity consultant on sound and special products of Western Electric. His job will be publicizing diathermy, electrical instruments and similar, by-products of system. Understood that Stong in new spot will work closely with all ERPI licensees.

Stong recently returned from Chicago where he acted as publicity consultant to the Motograph, Inc. convention.

J. B. Kleckner, president of Motograph, one of new licensees companies to manufacture ERPI sound equipment, arrived in N. Y. yesterday (Tues.) for confabs with ERPI officials.

Setting Lloyd's Pic

Hollywood, Nov. 9. Harold Lloyd has borrowed Archie Stout from Samuel Goldwyn to lend 'Professor Beware,' which the comedian will do for Paramount. George Hppard is on loan from Paramount to function as assistant to Director Elliott Nugent, and Herb Hust has been signed as location manager.

Film is skedded to go before the cameras next week. Stout and Jack Murphy, Lloyd's production manager, are scouting locations in the Kernville, Cal., district.

'Victoria' Goes West

Hollywood, Nov. 9. S. Barrett McCormick, head of RKO advertising and publicity, here for preem of 'Victoria the Great.' Herbert Wilcox and Anna Neagle accompanied him here.

ERPI's Wash-Up of Its Domestic Biz; Nat'l Theatre Co. May Absorb Staff

Root, Clark Law Firm's 10% of Par Settlement

Four claims totalling about \$17,000,000 brought by Charles D. Hillis, trustee of Paramount-Public, against the officers and directors of the corporation were given the final last week when Federal Judge Alfred C. Coxey okayed the settlement for \$2,150,000. Hillis favored the settlement chiefly because trial of the actions would cause unfavorable publicity and that the cost of litigation, if continued, would be a drain on the new Paramount corporation's finances.

At the same time Judge Coxey allowed the law firm of Root, Clark, Buckner & Ballantine \$150,000 for services to the trustee. The firm had requested \$215,000. Arthur Ballantine of that firm made the recommendation of settlement. Judge Coxey decided that the firm was entitled to approximately 10% of the settlement price as agreed for its services. The firm had previously received \$60,000. The court also signed an order granting Hillis \$5,000 on his request for \$7,500.

PHILLY'S OFF BIZ HYPOS GIVEAWAYS

Philadelphia, Nov. 9. Steep drop in labors' rates in the past two months has been a sh in the arm to the game and premium biz. Giveaways and bingo, which reached a peak last spring, were fading right out with strong product and nifty grosses in August. But with less coin clicking at the cage during September than during August, an unprecedented phenomenon here, and biz still in the lower brackets during October, the hypos came sharply to life again.

Dish deals, of course, have long since had their heyday. Fewer houses are using them than couple years ago, but the spots that are handling them find them almost indispensable. In the more swanky sections of town, games go much better. They're getting to be almost universal since adoption by Warner Bros.

F&M Reopens Orph, St. L.

St. Louis, Nov. 9. The Orpheum, 2,000-seater in the downtown district, shuttered for a year, will be reopened Thursday (11) by Fanchon & Marco, which has control of the house since the differences with Warner Bros. were settled in New York several years ago. When the Orpheum went dark F&M management declared that failure to obtain concessions from the IATSE relative to the number of men to be employed in the house made its operation so unprofitable that it was deemed the wise move to shutter it.

A short time later the Shubert-Rialto, a midtown house, control of which also was obtained in the WB peace pact, was closed but this house was never reopened and several months ago F&M failed to renew its lease and the owners are seeking a tenant for it.

F&M has a lease that runs for several more years on the Orpheum. The policy for the Orpheum will be second run pix, with a 25c admission and the grade to be from noon until 11 p.m. This policy also prevails at the Empress, which recently entered a booking pool with F&M.

Technicolor Spreads

Hollywood, Nov. 9. Although booked solidly for production during 1938, Technicolor is planning expansion to accept whatever new work comes along, according to Dr. Herbert T. Kalmus, prexy, who recently returned from New York.

Dr. Kalmus declined to elaborate on the expansion plans.

Complete new realignment of theatre supply and sound business in U. S. got under way last week as Electrical Research Products, Inc., took the initial step in reducing its activities in the domestic field. This was notification that ERPI sales division of nearly 40 was to be completely disbanded, including C. W. Bunn, veteran sales chief.

This move which will lead to the eventual discontinuance of ERPI as a factor in sound reproducing and manufacturing business in U. S. doubtlessly will produce repercussions all down the line. All ERPI sales divisions will be off the payroll before the end of 1937, with salary allowance continuing for several months next year. But salesmen this week are on their own and seeking new fields. Nearly every one has been approached by National Theatre Supply Co. with jobs as sales specialists on sound.

Sale of ERPI equipment in domestic field will be carried on by Motograph, Inc., and General Theatre Equipment (National Theatre Supply), provision having been made about two months ago for the two firms to take over as licensees. National Theatre and Motograph now are liquidating ERPI inventory, there being about four months supply of ERPI manufactured equipment on hand when they were named licensees. By the end of that time, both firms will be set up to manufacture their own sound equipment (under ERPI license), so that there will never be a time that ERPI equipment is even temporarily off the domestic mart.

Independent dealers, who distribute product offered by Motograph, are reported to have approached C. W. Bunn, retiring ERPI sales executive, to head an indie organization of dealers exclusively handling Motograph sound merchandise. If they are successful in obtaining his consent to head such an association it will mean a well-knit organization in the field bucking National Theatre Supply. There is small doubt but that the deal will go through.

Another division of ERPI, known as ERPI Service, also is headed for a healthy revamping, according to latest report. New plan is understood to be to lift department totally out of the ERPI setup and make it a separate entity, with L. W. Conrow, now general operating manager, president.

In connection with service division shifts, successful negotiations carried on in recent weeks between ERPI and George E. Browne, for the IATSE, is expected to see all ERPI engineers unionized under IA banner shortly. RCA engineers probably will be unionized almost at the same time.

Rubin Heads Ind. Exhibs

Indianapolis, Nov. 9. Annual convention of Associated Theatre Owners of Indiana here elected Maurice Rubin of Michigan City president for two-year term, to succeed Roy R. Bair. Other officers chosen were I. R. Holycross of Anderson, V. P. Frank B. Sanders, treasurer, and Norma Campbell, sec.

District vice presidents are H. Lisle Kreighbaum of Rochester, Leonard Sowar of Muncie, Harry Markun of this city, Roy Harold of Rushville, and H. H. Johnson of Madison, Indiana.

Newly elected officers of Variety Club's Local Tent No. 10 are A. C. Zaring, chief Barker; Curtis Butler and Fred Greenberg, assistant barkers; Al Blocher, treasurer. Members of the board of directors are Carl Niesse, retiring president; Louis Stockman, Joe Neuger, Guy Craig, Larry Shubert, Clara Davis, Abe Kaufman and Marc Wolf.

Grainger's 'B'klyn Nurse

Hollywood, Nov. 9. Edmund Grainger will produce 'Nurse from Brooklyn,' story by Steve Fisher, at Universal. Lester Cole is screenplay.

Jane Darwell has been borrowed from 20th-Fox for a spot in 'More Than Love,' which is skedded to start this week. Other cast includes Kent Taylor, Fay Wray, Halliwell Hobbes, Granville Bates, Edward Miller, Otto Hoffman and Virginia Sale.



WHO SAYS
THERE'S NO
SANTA
CLAUS?

Merry
Christmas from
Wesley Ruggles
and Albert Lewin



Ah my little chickadees...there is indeed a Santa Claus...
Paramount Pictures. On that happy season of the year known as
the Yule Tide, my fine feathered friends, you will receive
two very bounteous blessings, two nuggets of real gold...
I refer of course to these two cinematic triumphs...These
two pictures par excellence which I now display
before your very eyes..."True Confession" and
Frank Lloyd's "Wells Fargo."



A
Happy New Year
from
Frank Lloyd



"Enough of this be-
whiskered drollery...
I must join my fair
friends in that great-
est show of 'em all...
'The Big Broadcast of
1938'."

Wartime Ban in Japan Forces U. S. Distributors to Use Re-Issues

Tokyo, Oct. 20.

With the recently declared import embargo on around 300 items of foreign manufacture, in full swing, Japan has settled down to a complete wartime basis. While the only place so far that the amusement business has been hit is in foreign film imports, some say the worst is yet to come.

Several patriotic societies have started agitation to close all dance halls, bars, cabarets and clubs. Whether theatres, both legit and pix, will be included, remains to be seen.

The chances are that if the Sino-Jap hostilities continue for any length of time, the patriotic organizations will demand that they be closed also. If such demands are made, the authorities will have to do something because the patriotic societies embrace nearly the entire population. Distributors feel that police action will probably include only further restriction of playing hours.

Recent ban on pix imports has begun to react favorably on the sales and some lesser European producers. Grand National hit the screen last week for the first time, with 'Killers of the Sea,' G-B product is also being given more play by exhibitors. American major distributors are expecting to unload a few weakies which have been replying in the vaults for the last few years. Re-issues and revivals are becoming more numerous, too, to save the better ones for later.

Although grosses are holding to about normal in key cities, distributors report that it's different in the sticks, especially in those locations where there are large troop movements or concentrations. Troops are a headache because most are on oakleys. William Piper, Par's Japan manager, estimates that the business drop is somewhere around 25% in such locations.

Under ordinary circumstances present box office lines in the keys would find the American distributors wreathed in smiles over the prospect of a long wait for permit to export coin has acted as a wet blanket. Piper states that the office is advising foreign distributors not even to make inquiries about permits until after the first of the year.

Home office recently issued instructions that work on all new buildings, not absolutely necessary to the prosecution of war, would have to be suspended to save steel. A large number of film houses under construction come under the rule. In Toho's deluxer Umeda Gekijo, in Osaka, received a special permit to go ahead because all steel work is up. Spot opens first of year.

Jap producers are getting jittery over possible shortage in negative stock, since the import ban. Because they start shooting only a month ahead of release, some of them face the possibility of no product for early next year. Even if the ban is lifted, authorities point out that the exchange control law will prevent importations of more than \$350 worth at a time. That wouldn't give them even a good start.

Toho doesn't seem to be worrying much over the fracas in China because they acquired control of 26 new spots in Japan last week.

Holland Biz Blah

The Hague, Oct. 28.

Start of the winter season with some of the biggest American pictures, strangely enough, was not so hot. Columbia's 'Lost Horizon' was flopped in City here as well as in City, Amsterdam, where the box office was near a new low. 'Green Pastures' (WB) had much the same luck in the big Amsterdam Tuschinski theatre, in spite of the fact that Fritz Lang's 'You Only Live Once' (UA) disappointed. There was moderate business for 'Souls at Sea' (Par), 'Star Is Born' (UA) and 'Theodora Goes Wild' (Col.). The lion's share of business is going to Metro's 'Good Earth,' shown simultaneously in the Amsterdam theatres (Royal, Alhambra and Corso) and proving a big hit, thanks to good publicity and exploitation.

There are no special reasons for this slump at the box office but the spirits of the exhibitors are pretty low. In other years, start of the new season always brought good profits.

Revue Co. in So. Africa

Capetown, Oct. 28.

The Athlone Castle has brought in George Clarke, comedian; Nora Dwyer, Bert Platt, Henry Ford, Bernard Dudley, Anthony Gordon, Aubrey Leonard, Frederic Stone, and Addison and Sylvia. Jack Lewis and his Rolling Stones band, Gordon Ray Dancers.

Show will open in Johannesburg with two revues, 'George, Ahoy,' and 'Let's Join George.' African Consolidated Theatres have the tour.

PAULINE SINGERMAN'S SONO FILM PREAM

Buenos Aires, Oct. 30.

Pauline Singerman deserts her dramatic troupe, which was in N. Y. last spring, for a two-picture job with Sono Film. Her first film venture.

Actress gets \$10,000 for the first film and \$13,300 for the second. Money involved is considerably high for S.

Her company was in U. S. for a brief two weeks last spring. They couldn't meet the nut of Shubert's Ambassador theatre. Most of revenue was eaten up by the house, and troupe departed for Cuba in the red.

B. A. Yiddish Revues

Buenos Aires, Nov. 2.

Series of Yiddish revues will be produced at the Astral beginning of December. This house, last season a second-run filmer, moved over this year to stage performances and was rather successful with 'Joven, Viuda y Estanciera,' legit by Martinez Payva, produced by Pablo Suero, featuring Eva Franco and Fernando Ochoa.

Revue announced will be performed under the management of Manuel Sofovich and Manuel Glaserman. Ballets are designed by Nicolas Mizin. Jacobo Fischer will conduct the orchestra. No cast as yet.

Italy's Ace Feature Goes to Exhibitors

Rome, Nov. 2.

'Scipio the African,' Italy's super-feature this year, which was shown at the Venice International Cinema Exhibition this summer now is being released generally in Italy.

Film won prize as best Italian feature during summer.

'Melody' Big in So. Afr.

Capetown, Nov. 1.

'Broadway Melody' was capacity at the Plaza, Capetown, for a week, three shows daily with the pic held over for two days in week following. Success probably due to other houses holding pies not strong enough to pull money away from the Plaza.

'Angel' Big in Budapest

Budapest, Oct. 27.

'Angel' (Par) promises to be one of the season's hits here, especially in the deluxers. Marlene Dietrich is described as having never been better.

Her name and that of Melchior Lengyel, Hungarian, from whose play 'Angel' was adapted, are stressed as chief marquee values.

London, Nov. 9. 'Angel' opens tomorrow at Plaza, following 'Bliss,' another Par feature, into this house. 'Tide' goes to Par's Carlton for indef run after three weeks in other house.

DIETRICH'S PARIS COPY

Paris, Nov. 5.

Paul Bringuier, special correspondent for Paris-Sol, is on his way to the U. S. to do a series of articles on Marlene Dietrich. Miss Dietrich was supposed to sail on the same boat but was delayed by illness. She's due to leave on Nov. 10.

Doyle Dropping Idea Of Super-Cinema In London; Can't Get Pix

London, Nov. 9.

Reports are thick that Stuart Doyle's proposed super-cinema for Regent Street, costing \$1,000,000 and seating 1,600, has been abandoned, due to Doyle's fear of film paucity. His small 800-seat house adjoining the site is to be completed and used for either legit or continental films, however.

Change in plans is laid to shortage of pictures and not because Doyle could not get structure steel, as he told VARIETY three weeks ago.

FIRM STILL TRYING TO STRAIGHTEN SELF

London, Nov. 2.

Directors of British Independent Exhibitors (Distribution) Co., local franchise effort, still have hopes of stabilizing affairs and keeping the concern from folding though regarded as remaining in stormy waters. Some board members have resigned, among them J. H. Iles. His spot is filled by A. A. Zaturroff, director of the 'City' house of film credits, which is prepared to advance backing to the company.

Some mystery still surrounds the position of Capt. I. A. E. Dixey, founder of the company, who is off the directorate, according to the statement of other directors, although he contends he has not resigned. Indications are that the number of directors has been reduced from an unwieldy number to about six, four of them exhibitors.

Flotation of \$1,000,000 stock issue is reported to have obtained about \$200,000 in high finance holdings of 350 exhibitor members bringing in an additional \$100,000.

Out of this has come organization expense, development of distribution system and only five British films and a couple of American quickies. Two of the English pictures did not rate favorable comment.

Plans now being discussed call for a program of 20 productions this year but the first-year schedule of 15 tentative pictures now has been whittled down to six.

Fred Duprez, representing the British Independent Exhibitors (Distribution) Co., Ltd., of London, returns today (Wednesday) after a fortnight in New York buying product.

Duprez picked up indie films chiefly. His BIEDC principal books some 400 independent theatres.

NO DIVVY NEXT MONTH FOR UNION CINEMAS

London, Nov. 2.

Announcement from Associated British regarding future of Union Cinemas, following acquisition of control, will franchisee would not be on board of the latter company; second, that the quarterly preference dividend, due Dec. 31, would not be paid.

Fred Bernhard and L. J. Clements quit board and were replaced by W. D. Scrimgeour, director of Associated, and Eric Lightfoot, secretary of the corporation. Charles A. Davis, who joined Union following the death of David Bernhard, remains as third board member.

BOLLE'S SOUTH AFRICA SURVEY FOR 20TH-FOX

Johannesburg, Oct. 18.

O. W. Bolle 20th Century-Fox, with his wife and daughter, arrived here, may remain for six months or a year to open up distribution offices for 20th-Fox.

No cinemas will be built, Bolle's business over here to be confined to the distributing side.

London's Odeon Opens
Oscar Deutsch's new Odeon Cinema in Leicester Square opened today. Theatre has 2,300 seats and has innovations never before seen in any theatre in this country.

It is claimed that the equipment is second only to that of the Music Hall in New York City.

U. S. Companies Nix 50-50 Plan Of Aussie Producers on Quota

Sydney, Oct. 25.

S. A. Filmmers' H'wood O.O.

Buenos Aires, Oct. 30.

Luis Cesar Amadori, Alicia Vignoli and Dr. Rene Garzon are leaving B. A. today for a two months' trip to the U. S. Amadori is director of Argentina Sono Film, and has just completed 'Maestro Levita' for this company. Dr. Rene Garzon is a film writer and Alicia Vignoli featured player of ASF.

They will look around during a month in N. Y. and afterwards go to Hollywood as guests of Rosita Moreno to see how pix are made there. Luis Cesar has idea to garner some pix players from Broadway to bring here for his vaude house, Maipo, where Alicia Vignoli is leading woman.

Cooper-Merivale Liked, But Quick London Flop

London, Nov. 9.

'Goodbye to Yesterday,' gloomy psychological production starring Gladys Cooper and Philip Merivale, opened at the Phoenix (3) to a warm and receptive audience but lasted only four days.

'It's in the Bag' at the Saville (4), an original but modestly pretentious revue which was gratifyingly applauded and which should do nicely. Ross and Stone an outstanding hit in show.

So-So Biz Down Under

Sydney, Oct. 25.

So-so biz. Managers say that trade may remain at this average level for several weeks and then slip down till around Yuletide. 'Sarotoga' took a nosedive and was yanked in favor of 'Mrs. Cheyne.' 'Maytime' (M-G), however, is still pulling at the intimate Liberty. 'Love Under Fire' (20th) no go and comes off. Cine-sound's 'Tall Timber' swings into third stanza with b.o. on uplift.

Par's 'Easy Living' appears a definite click. 'Wings of the Morning' (G-B) goes into ninth week. 'Toast of New York' (RKO) may develop into something, and 'It's Love I'm After' (WB) got away to a fairly good start. RKO's 'Quality Street' is taking in some femme biz, but 'The Devil is Driving' (Col) and 'I Cover the War' (U) only fair.

Williamson-Tait doing very well with the only legit, 'Over She Goes,' and trade is still holding up for Frank Neil.

Melbourne, Oct. 25.

Biz is gradually coming back, and with the influx of visitors for racing season, managements should cop some b. o. Lineup includes 'Three Smart Girls' (U) 'Street Singer's Return' (AD), 'Feather Your Nest' (AD), 'Good Earth' (M-G), 'Easy Living' (G-B), 'Green Light' (WB), 'Sparkles' (Par), 'Kid Galahad' (WB), 'Sea Devils' (RKO). W-T scoring with 'Balalaika,' and Neil is doing well with vaude-revue.

'Lloyds' Soeks

Perth, Oct. 25.

Hoyt's Plaza, regarded as the finest theatre in western Australia, got away to a grand start with 'Lloyds of London' (20th) on its premiere. Theatre is unique in the fact that it is built above a row of shops. Seating capacity, 1,400.

Following 'Lloyds' comes 'A Star Is Born' (UA). Charles Munro is hopeful it will be necessary to play only 16 pix a year in this new addition to circuit.

Auckland, Oct. 25.

Yanks are still topping grosses in the Dominion with 'Good Earth' (M-G), 'The Road Back' (U), 'I Met Him in Paris' (Par), 'Lost Horizon' (Col), 'Six and Seven' (M-G), 'Swing High, Swing Low' (Par). Best British biz is 'Wings of the Morning' (G-B). Montague Revue picking up now for Sir Ben Fuller.

MALASOMMA'S GERMAN PIC

Rome, Nov. 2.

Nunzio Malasomma, Italian director, has left here for Germany. Will work on Pola Negri's next, 'Nocturnal Tango,' at the Terra Filmkunst studios.

To cover the Quota Act, a proposition recently was presented to Americans by Sir Hugh Denison, Sir James Murdoch and Sir Sam Walder, directors of National Productions, which suggested that the Americans assist local producers by subsidizing pound-for-pound in forming a production unit with National to meet the requirements of the Act, as previously laid down by the government of New South Wales.

Understood that the proposition was placed before Walter J. Hutchinson 20th-Fox sales chief, who forwarded it to New York for consideration. A cable from Sid Kent and other Americans is reported to have nixed the idea.

American distributors operating in this territory are anxiously waiting to see what move the government will make regarding the complete observance of the Act as previously threatened, and especially in connection with the word 'acquire.'

Last year Phyllis Stannard of RKO-Radio openly stated that the Americans would rather quit New South Wales than be forced into the tremendously high cost of production. Reisman's statement created quite a sensation at the time but since then no action has been taken against the Americans for not living up to the Act.

Reisman, however, said that the Americans, although actually only speaking in behalf of RKO, would do all in their power to assist the local men. Apparently this statement stuck in the minds of the directors of National and gave birth to the proposition placed before Walter Hutchinson for submission to N. Y.

As now understood, this proposition meant that the Americans were to back National 50-50 on productions. Also that each completed film would go into the quota roster and out the distribution through this American backing of 10% rebate. Unknown whether local or imported stars and directors were to have been used had the idea been okayed in U. S.

Now it's revealed that Charles Munro, managing director of Hoyts, tried hard to bring success for local interest. He suggested that the move as planned would wipe out any bitterness towards Americans by the government on failure to meet their quota obligations. Munro simply suggested that perhaps it would be better to try and meet the government's desires in a friendly way rather than the opposite. Belief here is that Munro knows the government is not fooling this time, and he told the men connected with the scheme just that.

Further disclosed that Sir Hugh Denison, head of National, together with Sir Victor Wilson, head of the Picture Distributors' Assoc., huddled during the past week with the Premier of New South Wales. It is known that Sir Victor Wilson had many important conferences with American execs on the quota situation during his recent visit abroad. What the result of these conferences will be, remains to be seen.

National has not made a picture since 'Rangle River,' and it must be costing a pretty penny to maintain the studio. First try was made with 'The Flying Doctor,' but this one was so costly that it's doubtful whether any return will ever be made to stockholders. 'R.R.' made by continuation of the slump, fared only so-so here and the latter company dropped any more local production ideas.

Quota in New South Wales has been a big headache to everybody, and until the government comes out into the open with a set of definite rules it will remain such, especially to Americans.

New Mexican Picture Company Absorbs Two

Mexico City, Nov. 9.

New production and distribution company, Productores Unidos, S.A., has been started here by Fernando de Fuentes, native director, and Alfonso Sanchez Tello, who has produced several features. Company has absorbed two firms, Producciones Sanchez Tello and Compania Mexicana de Peliculas.

Enterprise is readying two features for fall.

TOO MUCH GAB FOR FOREIGNS

See Smoke Screen Raised in New British Exhib Moves Over Quota

London, Nov. 2. Plenty of undercover moves going on now to force film rentals down, with distributors opposed by exhibitors who have producer and labor interest support. Superficially, this latter combination has appeared for the purpose of influencing the Quota bill but some here think it is a cover-up on the real purpose.

Representative for a big English circuit has sat in on talks between producer group and Cinematograph Exhibitors' association. Initial meetings ostensibly were to discuss a united quota campaign and to urge the government to set up a film council in the act. However, the circuit official appears most concerned about obtaining better bargaining power for his chain.

Second discussions were upon obtaining a joint front between circuits and indie theatres and combat Kinematograph Renters Society from imposing a bar to flat-rate booking of Class A product. Such is predicated on the promise that the independents will back the producers in their demand for government control of the industry.

Trade Frowns

K. R. S. has invited C. E. A. to meet in round table discussions on the flat rate embargo. K. R. S. contends the embargo would be to check uneconomic programs whereby large theatres were able to play two Class A pictures on one program, which naturally is opposed by smaller exhibitors.

To draw attention to this is now rated as clumsy tactics by exhibitor interests because of attention being given to the Quota bill. Distributors and exhibitor-producer group seem to be bluffing because former would not jeopardize their status by tacticsavoring of restraint of trade and later appear to have no chance of getting government control via a permanent film commission.

Exhibitors have been peeved over the way control of rentals was taken from them by distributors since the time talking pictures arrived and have tried booking holidays, boycotts and other measures without real result. They've never had the government intervention bogey as a help which makes the new struggle so bitter.

Calling in of Cine Technicians and Theatre Employees, two principal labor organizations, for meetings with C. E. A. and F. B. I., is unusual because these two labor groups never were certain before of support from circuit and production forces over spectacle of John Maxwell, recently president of K. R. S., now seemingly fighting them in the open also is regarded as strange here.

Particularly will the new provisions for separate quotas on shorts go hard on the Americans. Fact that there is a great dearth of British short features will correspondingly add to headaches of distributors, unless they drastically restrict amount of footage imported from U. S. This would have to be written off as dead loss so far as this market is concerned.

While of itself this may not impose a hardship, because generally shorts are of restricted sales value here, due to prevalence of double feature bills, a definite burden falls on such grades as Disney cartoons and others such as Traveltalks, Magic Carpet, and also 'March of Time,' all popular in U. K. theatres.

Dusty Rhodes Loses Suit For Libel; \$37,500 Awards

London, Nov. 2. Edwin James Rickard, professionally Dusty Rhodes, lost a libel suit brought by Harry Claff, A. V. Drew and Harry Marlow, who alleged a pamphlet had been given members of the variety profession. Plaintiffs claimed booklet was distributed in Charing Cross Road in 1930.

Court awarded \$12,500 to each plaintiff.

More 'Balalaika' Bids

London, Nov. 3. John Maxwell and an American company have joined Metro in bidding for the rights to 'Balalaika,' London stage click. George Volk is agenting for the other American company, identity of which is undisclosed.

Asking price on the show is reported to be about \$110,000. Paramount paid \$5,000 for an option but permitted it to lapse.

Metro Foreign Reps on Prize Trip to U. S.

First two out of 36 foreign representatives, who were winners in a sales contest conducted by Metro this year, sail today (10) from England on a business-pleasure jaunt to U. S. They are A. F. Gibson, Glasgow exchange manager, and T. A. Connor, manager at Manchester, England. The two will have all transportation paid, spend four days in N. Y., a day en route to Hollywood and four days at the Coast studios of Metro.

Same routine will be followed on other prize winners, who won the trip because of business showing made in past 12 months, with nearly every foreign country represented among those designated. Planned to have four to six start trek every month, with schedule designed so as not to interfere with selling season in individual countries.

Idea, credited as having been conceived by Arthur Loew, is unlike any convention of foreign exchange executives because only two will be started off for America at a time. Selection also was not made from the standpoint of exchange's size but on biz done.

STRIKE THREAT IN MEXICO BLOWS OVER

Mexico City, Nov. 9. Comparative peace prevails in the pix industry with the calling off of what were deemed bad tieups for cinemas. The black clouds were gathering over the west on two separate disputes for higher pay and other economic benefits. One row threatened to shutter all 108 theatres in the four Pacific states. The other was directed against the eight leading houses in Guadalajara, Mexico's second largest city.

Federal government intervention ended both disputes. That against the 108 houses flopped when the exhibitors and the employees backed down. The Guadalajara trouble was erased when other unions refused to back up the picture men.

Berlin Biz Okay

Nov. 2. Even with German films going full strength American ones are making a good showing. Ufa's big house, the Capitol, in Berlin's bright district is housing the 20th-Fox, 'Zigeunerprinzessin' ('Circus Princess') with Annabella, while at the Marmorhaus is Metro's 'Libeled Lady.'

'Bengali' has popped up again at Schau-Schau: 'On the Avenue' is at Stadt, while 'Chained' is across the street at Tageskino. At the Kamera is 'It Happened One Night.'

ACTIONLESS PIX HURT AT THE B.O.

Where Silent Films Used to Average 200 Superimposed Titles, Present-Day Talkers Average 800-1,200 Subtitles

DISTRIBS WORRIED

Foreign departments of picture companies are up in arms over the amount of verbiage in current productions. Aside from the enormous expenditure resulting from talkative pictures when they are dubbed, or foreign titles are superimposed for foreign distribution, spokesmen charge that the vast number of titles now necessary detracts from attention to the screen, thereby hurting U. S. features.

Recent check revealed that when foreign titles are superimposed on the film for foreign fields, that the average feature needed 800 to 1,200 titles while the top number has been known to reach 1,500 titles for a single film. This compares with a maximum of 200 titles in silent days when the titling had to explain all conversation. Silent era features had 140-170 titles, average.

There is no chance of sluffing over any conversation on the screen, all in English, when the titles are used on the films to explain to foreigners. Reason is that there are always some in an audience who understand English and will react to the spoken line. If titles do not explain it, the person not savvying English usually gets peeved.

Consequently, the heavily weighted dialog productions are costly to picture companies preparing films for foreign distribution. This superfluity of titles, caused by wordiness of screen vehicles, costs plenty and detracts from effectiveness of feature's pictorial art and plot development.

Same applies when dubbing is necessary since all speeches done by photograph cast must be dubbed in the foreign language.

Before sound, it required one-sixth to one-tenth as many titles, though with talking pictures the producer has more numerous aides to plant the idea of his story than in the silent period. Foreign field authorities claim it is a case of going overboard for chatter and neglecting story movement.

Some in foreign departments would have westerns, outdoor epics and spectacles as a means of getting away from the overabundance of verbose talkers.

Recently in a 6-reel production, 'Her Husband Lies,' which Par. prepared for distributing in foreign territories, 1,210 titles were needed in the superimposing job. Talkativeness of principals caused it.

How Hollywood Protects Vs. Foreign Squawks

Cruelty to animals ban is another instance where U. S. companies must prepare in advance if there is anything resembling cruelty to animals in their films. Any hint of suffering to dumb beasts gets the knife.

Scene showing horses in barbed wire enclosure was clipped because censors claimed there was basis of pain to animals should they lean against the wire fence. This new ban is especially tough on westerns or outdoor spectacles when numerous horses are used. Falling horses, even though admittedly trick animals are used, must be backed up by affidavits stating that no harm was done them.

Nowadays, American producers call in representatives of the Society for the Prevention of Cruelty to Animals and the Humane Society in

English Films Quota Bill Report Due Nov. 15; Some Wonder If It's Not More Anti-U.S. Than Pro-Brit.

'Women' Big in Vienna

Vienna, Nov. 2. German language premiere of 'The Women' by Claire Boothe in Josefstadt theatre ticked. Stoessel, Delius, Valetti, Hedi Pichler, Seidner, Frey and Danegger in leading roles. Hans Thimig directed. Play will continue at least until end of November.

Argentine Set To Triple '38 Film Output

Buenos Aires, Oct. 25. With all acts occupied at present, national film production is in higher activity than ever before. Nearly a dozen new pix are now in production, and this may be something like the first series of the Argentine film production of 1938. For the coming annum over 100 feature-length films are announced so far, although not all of them may really be produced. But it can be presumed that about 60 Argentine made pix will be ready for release during the coming year, a very high number compared with the 21 pictures released during the first 10 months of 1937.

U. S. FILM COS. NOW HAVE COPIES OF BILL

Copies of the new Quota bill, as most recently submitted to Parliament in London and passed on second reading last week, were received by picture company home offices and trade organizations the first of the week. Copy covers 37 pages, with no new points which have not been revealed heretofore.

Film companies here now will follow closely the discussion on the proposed act, which begins on Nov. 15. Actual length of such debate and hearings on the bill will determine whether it can be passed before the end of the year, or will carry into 1938. U. S. producers are anxious for early action, so that they can make arrangements on any future production in England and other details.

The most discouraging development in the past week on the Quota bill was the open fight launched by producers and exhibitors, with the latter aided by strong labor groups, against distributors. It was viewed largely as a matter of ganging up on the producers, whether the damage inflicted on them kicked back on the producer-exhibitor group or not.

London Cinemas Shows Neat Profit of \$70,600

London, Oct. 27. Profit of \$70,600 is shown in financial statement of London and Southern Super Cinemas, associated with Odeon Theatres, for 12 months to April 30 last. Company controls 14 theatres and has paid total ordinary dividend at rate of 7 1/2%. Odeon Deutsch is chairman of the Board.

Hollywood white film is being made so that sworn affidavits may be obtained that no pain was caused the animals. These are submitted when the picture comes up for censoring in England.

London, Nov. 9. Though the Films Quota bill passed the second reading last Thursday, greatest consideration and definite form will not be taken until the committee reports it back about Nov. 15. Most unfortunate development in the past week, from the standpoint of American distributors, was the coalition of producers and exhibitor forces, with the latter also gaining support of principal labor groups. This is the first time producer and exhibitor groups have come out in the open against foreign distributors.

Quota bill which was passed in House of Commons went through its second reading without revision. Moyne committee statement setting forth that increased protection is essential for the British industry was accepted by the government, according to the statement of Eustace Stanley, president of the Board of Trade. Adoption of the cost clause, he said, would force producers to put more emphasis on entertainment value of features, with virtual elimination of 'quickness.' Stanley stressed that the government was opposed to the quality test as impractical and also to the Film Commission idea.

However, Stanley was reported considering a proposal from combined British interests for an advisory committee with wider powers. He castigated American distributors for fathering quota quickies, by evading the spirit of the present act. All sections of the industry here also were criticized by Stanley for failing to cooperate in working out the machinery necessary for formation of a new bill.

Discussion on the bill emphasized the strong support evident for a Film Commission, with labor members seeking amendments to protect workers. Capt. Evan Wallace, parliamentary secretary to the Board of Trade, replied to the debate, saying that the producers' suggestion that films registered as distributors' quota should not count as exhibitors' quota, and vice versa, would receive careful consideration.

Consolidation of British interests is viewed in some circles here as a deliberate attack on U. S. distributors, with the real aim being to twist Quota act into a definite restrictive measure against Americans instead of protective law for British industry, as intended by Parliament.

Cinematograph Exhibitors Association circulated a letter to every member of Parliament, demanding the inclusion of quality test as an essential adjunct to the cost test; also the Film Commission as an economic necessity to prevent American domination. Deputation of all English interests, headed by John Maxwell, also presented to Oliver Stanley, a demand for the commission. They were informed that there was small chance of establishing such body though the bill might be amended to give wider power to the proposed advisory committee. There is a hint that new provisions may be introduced at a later stage.

Statement of Capt. Wallace, for the government, that it is undesirable to give control of such a rapidly changing industry solely to a commission is taking as meaning there is small chance for any commission. An advisory commission seems more likely.

DAVE BLUM'S COAST HUFFLE

David Blum, executive secretary of Metro's International department and foreign publicity chief, leaves for the Coast this weekend. He will confer with studio heads on publicity and censorship matters as it relates to the foreign field, and will be gone 10 days. Blum planes out Saturday (13).



"SUBMARINE"



Loyal to the Blazing
Tradition of 'Here
Comes the Navy' and
'Devil Dogs of the Air'

*A Thrill-Filled Film as Big as Both—with
a News Topic Bigger, Bolder and Timelier
Than Any Before from*

WARNER BROS.



FIRST BLAST STARTS THIS WEEK

Set For 1500 Cities—To Be Followed

RINED-1



Pat O'Brien Wayne Morris George Brent

FRANK McHUGH • DORIS WESTON • Directed by LLOYD BACON

Screen Play by Frank Wead, Warren Duff and Lawrence Kimble • From a Story by Frank Wead • Music by Max Steiner • A First National Picture • A Cosmopolitan Production

With A Colossal Cross-Country 30-Day Poster Barrage
wed By A Gigantic Day-And-Date Newspaper Campaign!

LAST GANGSTER

'Karamazov,' which was filmed in Germany seven years ago. Anna Sten will be starred in the picture. Metro acquired J. A. R. Wyllie's 'Champion Luckless.'

STORY BUYS

SECOND HONEYMOON

Glendale, Calif., Nov. 9.
30th-Fox release of Raymond Griffith production. Stars Tyrone Power and Loretta Young. Features: Stuart Erwin, Claire Trevor, Paul Lukas, Edward Broome, James Regan. Directed by Raymond Griffith. Screenplay by Walter P. Reuther. Music by Kathryn Scott and Darrell Ware. Camera: Ernest Palmer; assistant: Henry Shuman. Editor: Walter Thompson; musical director: David Buttolph. Previewed at the Alexander, Nov. 11. Running time, 82 mins.

Some first rate acting and directing with this gossamer yarn. With Tyrone Power and Loretta Young, again co-starred there is drawing magic in the marquee display, and some word-of-mouth exploitation from a very clear-cut and amusing performance by new actress Loretta Young. Darryl Zanuck has added Miss Weaver to the list of personalities whose bright future he forecasts as a trailer which is attached to the feature.

Miss Weaver is a cute brunette, quite young, with sparkling dark eyes and a very winning way about her. She is the most interesting player in the film and has a secondary role, a shopgirl who is pressed into emergency service at a society dinner. Her director, Walter Thompson, has made her take charge of the conversation. Thereafter, she has some comedy stretches with Stuart Erwin. The result is that she gains whatever laurels are handed out at the end of an extremely lightweight entertainment.

Power and Miss Young, previously known as director, Griffith, in a Florida where latter is vacationing with her second husband, Lyle Talbot. Power is an irresponsible youth from whom Miss Young escapes. Her second choice is stolid, mechanical and reliable, but short on romance. First love affair is off to Havana with prospects of early remarriage.

That's all there is to the plot, but the Loretta Young character and pleasing methods in his direction which keeps the comedy alive. Whenever the romantic angles flatten, he falls back on Erwin and the camera and these two handle their assignments with skill. Miss Trevor is given very little to do as a Miami hostess.

Film contains exceptionally good photography by Ernest Palmer. Settings are smart and attractive. Not an outstanding attraction, but stars' names and Miss Weaver will get it by.

DINNER AT THE RITZ

(BRITISH-MADE)

20th Century-Fox release of New World (Robert T. Kane) production. Features: Alan Dinehart, Paul Lukas, Claire Trevor, James Regan. Directed by Harold D. Schuster. Screenplay by Roland Pertwee. Music by William Westcott. Camera: Ernest Palmer; assistant: Henry Shuman. Editor: Walter Thompson; musical director: David Buttolph. Previewed at the Alexander, Nov. 11. Running time, 82 mins.

"Dinner at the Ritz," typically English, plods along heavily until the final reel, then gets a little exciting. Power and Miss Young, who are so on the whole that patience is sorely tried, and nowhere along the line does the story, direction or performance take on any sparkle. While the picture serves to further acquaint American audiences with Annabella, it still proves that her chances for stardom depend on what she does in Hollywood.

The Continental film player has appeared in two previous British-made that have seen release through 20th-Fox, "Wings of Morning" and "Under the Yew Tree." The company recently brought her over from England, and she's now in Hollywood preparing to test her powers under production tutelage and guidance there. She may develop more favorably there. Championship form is not reflected in Robert T. Kane's latest production.

Annabella plays the somewhat naive daughter of a wealthy family who becomes the victim of a band of swindlers, one of whom commits his murder. This man, played fairly well by Paul Lukas, is engaged to the girl and starts to hire the estate of the family. A laborious plot structure carries Annabella and others through her father's murder.

A more of rather fantastic movements lead to a rather tedious end of funds list. Roland Pertwee, with Romney Brent (in the cast), who authored, have failed to string together a set of actions.

Film starts out wrong with Annabella in love with Paul Lukas, now

a rather matured type. Story through a more likely romantic development, but the two never seem to get anywhere until the picture is ready to call it quits. Another lad, playing detective or newsman, never clear of the picture until the girl's life, but he makes no passes in the name of romance. Most of the action revolves around a damaging letter naming a group of arch-swindlers.

Until the very last one wonders where the title "Dinner at the Ritz" comes from. It takes to the final short sequence in which Annabella and David give rise to a king's ransom for return of a damaging letter. Deal is made at dinner at the Ritz.

Niven, who reminds somewhat of Fehlings, Jr., is an interesting romantic type whose chances appear good for further attention. He has been in Hollywood before. Romney Brent, who helped write the original, is a good actor, but he has a very unusual character type. He is Francis L. Sullivan, who looks tougher than Callane, but acts gently and charmingly.

HIGH FLYERS

(WITH SONGS)

RKO release of Lee Marcus production. Stars Bert Wheeler and Robert Woolsey. Features: Paul Lukas, Claire Trevor, James Regan. Directed by Henry R. Brown. Screenplay by Henry R. Brown. Music by Henry R. Brown. Camera: Ernest Palmer; assistant: Henry Shuman. Editor: Walter Thompson; musical director: David Buttolph. Previewed at the Alexander, Nov. 11. Running time, 82 mins.

This won't get any attitude records either the story or the exhibits. One of the unhappier Wheeler-Woolsey tries which may get by with their fans. But to others it'll be just a reminder of the old days.

Story, one of those strenuous efforts at whimsy, is about a couple of chumps who pose as aviators, get caught in a small airplane, and finally effect the capture of the culprit. Yarn is noisy, hectic, absurd, overlong and witless.

Has several song and dance numbers in an opening pool. It has no relation to the rest of the film and is quickly forgotten. Wheeler does a dance impersonation of Charlie Chaplin and Woolsey in blackface. Woolsey has one dance with Lupe Velez and the latter has a song, also with impersonations of several Hollywood names.

As the late-brine heroes, Wheeler and Woolsey struggle for all they're worth to inject some merit into the script. But they don't have a chance and the effort is hardly deserving. The spontaneous yarn might have had. Lupe Velez appears just as miserable as the stars, while Marjorie Lord is a pert-looking Margie. The picture is a complete waste to enjoy himself in a kleptomaniac build. Compared to the others, he seems actually sane. Direction, editing, etc., are no better than the rest of the production.

BIG TOWN GIRL

(WITH SONGS)

Hollywood, Nov. 9.
20th-Fox release of Milton H. Poll production. Stars: Paul Lukas, Claire Trevor, James Regan. Directed by Alfred Werker. Screenplay by Alfred Werker. Music by Alfred Werker. Camera: Ernest Palmer; assistant: Henry Shuman. Editor: Walter Thompson; musical director: David Buttolph. Previewed at the Alexander, Nov. 11. Running time, 82 mins.

"Big Town Girl" is a suitable attraction for big and small town theaters. The story is a fast-paced melodrama mixed with well played comedy situations and a characterization by Claire Trevor which is one of her best. The story is a fast-paced melodrama mixed with well played comedy situations and a characterization by Claire Trevor which is one of her best.

Miss Trevor is the girl in the title. She is a night club singer whose father is a wealthy man. She is on the search to catch up with her again. To elude him she masquerades as a French countess in which she is successful. The picture is a fast-paced melodrama mixed with well played comedy situations and a characterization by Claire Trevor which is one of her best.

Film is smartly directed by Alfred Werker and well produced by Milton H. Poll. The story is a fast-paced melodrama mixed with well played comedy situations and a characterization by Claire Trevor which is one of her best.

TRAPPED BY G-MEN

Columbia production and release. Stars Jack Holt. Features Wynne Gibson, Jack Holt, Jack Holt. Directed by Jack Holt. Screenplay by Jack Holt. Music by Jack Holt. Camera: Ernest Palmer; assistant: Henry Shuman. Editor: Walter Thompson; musical director: David Buttolph. Previewed at the Alexander, Nov. 11. Running time, 82 mins.

This is a strange tale of G-Men operations, taking a Federal Bureau of Investigation operative on an expedition into the hideout of wanted criminals. But it has Jack Holt in a lead role to get away from him to use his rugged facade. And supporting names of Jack La Rue, C. Henry Gordon and Wynne Gibson are also here. The b.o. picture is one of those produced as a picture that will go best where they like gangster hi-jinks, mostly on tail-end of a dual combination.

Idea of spotting a member of the lawless gang, Jack Holt, the confidence of the wanted criminal, staging a break and then discovering the hideaway is far from original on the screen. It has been employed in other films only recently. This picture, too, has cross-questioning in the gangster haven and the usual chase and added drama. Jack Holt is not exactly as painful as Jack Holt, of course, is the G-man who is more or less on the spot every moment he is in the outlaw camp.

Trapped by G-Men contains the usual action and fight scenes, always leans on the credibility of the audience, and suffers several voids in action. That prolonged canoe trip and perilous rapids is the worst of these.

Characterization of the go-getter G-man is satisfactorily carried by Jack Holt, who is as husky and likable as ever. Wynne Gibson does a valiant duty as the feminine operative, who works with Holt, to break a case. Romance between the two is dragged in as a filler.

C. Henry Gordon is as a surprise as the gangster lord, while Jack La Rue is dwarfed by other desperadoes, though originally the picture is a good one. The story chips in with some of the few comic moments as another gangster. William Pawley, Arthur Kohl, and other names are also here. The picture is a fast-paced melodrama mixed with well played comedy situations and a characterization by Claire Trevor which is one of her best.

Tom Kilpatrick's script furnishes most of the dialog. The picture is a fast-paced melodrama mixed with well played comedy situations and a characterization by Claire Trevor which is one of her best.

PORTIA ON TRIAL

Republic production and release. Features Walter Abel, Frieda Inescort, Neil Hamilton, Heather Angel. Directed by Walter Abel. Screenplay by Walter Abel. Music by Walter Abel. Camera: Ernest Palmer; assistant: Henry Shuman. Editor: Walter Thompson; musical director: David Buttolph. Previewed at the Alexander, Nov. 11. Running time, 82 mins.

Republic has made a distinguished production from this Faith Baldwin story of a clever feminine attorney who rights the wrong done her through sheer courtroom tact. Smart another one in "Puny" line.

Frieda Inescort, Neil Hamilton and Heather Angel together in scintillating performances. Whether these names are sufficient to attract the right depends largely on how the film is exploited. Title is no great help. But the production is hefty enough to build by word-of-mouth another one in "Puny" line.

"Portia on Trial" looks like one of Republic's most ambitious efforts at straight drama. As such, it measures up on just about every point for cast, production, background, writing and direction. Comparison of Walter Abel's work as district attorney in the big court scene with another one in "Puny" line.

Both director, George Nichols, Jr., and producer, Orville Selig, have focused initial attention on the female lawyer's interest in her son, taken away from her shortly after marriage. The picture is a fast-paced melodrama mixed with well played comedy situations and a characterization by Claire Trevor which is one of her best.

builds when the child, now grown into a young man, tells the secret surrounding his mother. Director and writers never permit any divergence from main characters, as the weakling father is slain and Portia, the strong girl, takes the forlorn wronged girl's case.

First laurels go to Frieda Inescort for her adept handling of the Portia role. Abel is likely to be playing the part with ease and force. Heather Angel makes a tearful wronged girl, defendant in the trial, while Ruth Connolly clicks as the humorous aide of Portia.

Neil Hamilton, as the weak son and former husband of Portia, is customarily polished. Barbara Pepper is the vicious lady of the evening, adding usual wisecracks. Other lighter moments are added by George Cooper and John Kelly as seuties. Anthony March shows promise as the young son who figures in the yarn, while Clarence Kolb is a typical unbending publisher power.

Parsons, Ornitz and Nichols' contributions are high marks of the production, while Harry Wild gives strong photography throughout.

Blondes Are Dangerous

Universal production and release. Features Noah Beery, Jr., William Garret, Donald Crisp. Directed by William Garret. Screenplay by William Garret. Music by William Garret. Camera: Ernest Palmer; assistant: Henry Shuman. Editor: Walter Thompson; musical director: David Buttolph. Previewed at the Alexander, Nov. 11. Running time, 82 mins.

Fight picture which hasn't much chance. Only distinction is the photography, which is pretty good, and includes a couple of fine shots.

Iron Man Mason is a chump fighter who knows better than his manager. Noah Beery, Jr., is the chump who becomes champ and leaves his girl. Lutter is played by Nan Grey who is left cornered by the torch, and provides some feminine refinement to the picture. The champ carries Rose, a gold-digging chorine (Dorothy Kent), who is supposed to provide glamour. After getting washed up with his manager, latter matches up a contender. On the night of the fight, Iron Man Mason finds out of his wife's affair with her producer, who has starred her in a show. Not having trained, plus this selfish causes him to lose the fight. Faithful to the fight, he comes back to console him and grab off the final clinch.

Beery, Jr., who might be agreeable, is forced to play a role so stupidly that he just misses becoming unsympathetic. As his benevolent manager, George Regan is fairly convincing in his acting, though the material is poor.

Direction has given the film considerable pace, and it moves along satisfactorily enough. With any kind of a decent cast, actors might have parted out better.

PAID TO DANCE

Columbia production and release. Features: Paul Lukas, Claire Trevor, James Regan. Directed by Paul Lukas. Screenplay by Paul Lukas. Music by Paul Lukas. Camera: Ernest Palmer; assistant: Henry Shuman. Editor: Walter Thompson; musical director: David Buttolph. Previewed at the Alexander, Nov. 11. Running time, 82 mins.

Misleading title for this one. Not a musical, but a very ordinary meller about rackets and the poor little gals in the dime-a-dancers. Has a certain amount of action, but it never passes the so-on Clue stage. More the other pic for dual bills. Still, that was manifestly all it was supposed to be in the first place.

Yarn is a direct, honest performance, with just enough swag for the part. His play is worthy of a better actor. The picture is unaffectedly appealing in the faintly drawn role of the heart-broth hater (the script doesn't clarify the character of her sister she is also a gum-shoe). Arthur is a convincingly sinister villain with gritting his teeth through the part. And Frieda Inescort, recently graduated from the role of a strong girl, gives a convincing demonstration of her recently by slapping down a pair of hoodlums.

Direction keeps the action whirling in a circle to bring the picture with logic or motivation. Dialog is also right in its Class B element. Production is just one of those rackets in Hollywood turns out with half trying. Hope.

HOLD 'EM NAVY!

Paramount production and release. Features: Mary Carlisle, John Howard, Claire Trevor, James Regan. Directed by Mary Carlisle. Screenplay by Mary Carlisle. Music by Mary Carlisle. Camera: Ernest Palmer; assistant: Henry Shuman. Editor: Walter Thompson; musical director: David Buttolph. Previewed at the Alexander, Nov. 11. Running time, 82 mins.

Some first rate acting and directing with this gossamer yarn. With Tyrone Power and Loretta Young, again co-starred there is drawing magic in the marquee display, and some word-of-mouth exploitation from a very clear-cut and amusing performance by new actress Loretta Young. Darryl Zanuck has added Miss Weaver to the list of personalities whose bright future he forecasts as a trailer which is attached to the feature.

Miss Weaver is a cute brunette, quite young, with sparkling dark eyes and a very winning way about her. She is the most interesting player in the film and has a secondary role, a shopgirl who is pressed into emergency service at a society dinner. Her director, Walter Thompson, has made her take charge of the conversation. Thereafter, she has some comedy stretches with Stuart Erwin. The result is that she gains whatever laurels are handed out at the end of an extremely lightweight entertainment.

Power and Miss Young, previously known as director, Griffith, in a Florida where latter is vacationing with her second husband, Lyle Talbot. Power is an irresponsible youth from whom Miss Young escapes. Her second choice is stolid, mechanical and reliable, but short on romance. First love affair is off to Havana with prospects of early remarriage.

That's all there is to the plot, but the Loretta Young character and pleasing methods in his direction which keeps the comedy alive. Whenever the romantic angles flatten, he falls back on Erwin and the camera and these two handle their assignments with skill. Miss Trevor is given very little to do as a Miami hostess.

Film contains exceptionally good photography by Ernest Palmer. Settings are smart and attractive. Not an outstanding attraction, but stars' names and Miss Weaver will get it by.

Film starts out wrong with Annabella in love with Paul Lukas, now

DRUMS OF DESTINY

20th Century-Fox release of New World (Robert T. Kane) production. Features: Alan Dinehart, Paul Lukas, Claire Trevor, James Regan. Directed by Harold D. Schuster. Screenplay by Harold D. Schuster. Music by Harold D. Schuster. Camera: Ernest Palmer; assistant: Henry Shuman. Editor: Walter Thompson; musical director: David Buttolph. Previewed at the Alexander, Nov. 11. Running time, 82 mins.

Drums of Destiny is a story of a man who saves his brother from the hands of the villainous Holston. Later is the provost marshal for the Spanish. The picture is a fast-paced melodrama mixed with well played comedy situations and a characterization by Claire Trevor which is one of her best.

Picture includes considerable riding, shooting off of blinders and a little bit of a dogfight. It's too much along old-fashioned hiss-the-villain lines to be in a class where it might draw any big business, but even they are probably too sophisticated for this one. A very minor dueler.

Trouble at Midnight

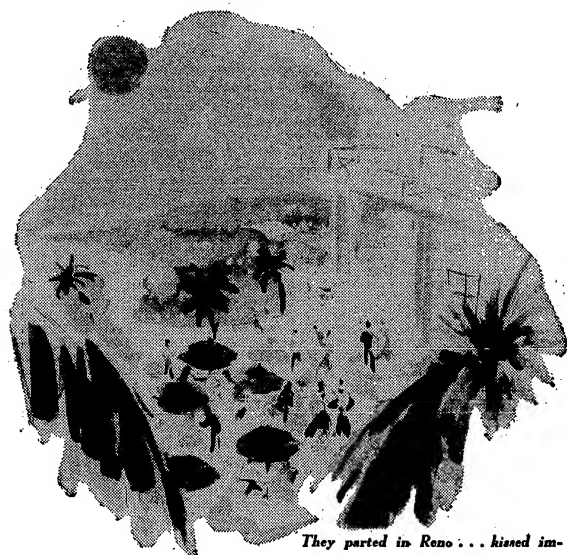
Universal production and release. Features: Mary Carlisle, John Howard, Claire Trevor, James Regan. Directed by Mary Carlisle. Screenplay by Mary Carlisle. Music by Mary Carlisle. Camera: Ernest Palmer; assistant: Henry Shuman. Editor: Walter Thompson; musical director: David Buttolph. Previewed at the Alexander, Nov. 11. Running time, 82 mins.

About everything gangland does that the Hays office will pass on has been covered and cycled by film before now. "Trouble at Midnight" is the second of recent releases to touch on a night marauding in cattle country. The picture is a fast-paced melodrama mixed with well played comedy situations and a characterization by Claire Trevor which is one of her best.

Their Love is News Again!



They were exciting in "Love Is News"...
gaily tender in "Cafe Metropole"... but
this time, for all their gaiety, they really
have their hearts in it. A new and deeper
thrill from those ever-delightful lovers!



They parted in Reno . . . kissed impulsively under the Miami moon . . . and the damage was done all over again!

Tyrone Loretta
POWER • YOUNG
in their perfect picture together

**Second
Honeymoon**

Another hit from 20th Century-Fox

STUART ERWIN • CLAIRE TREVOR
LYLE TALBOT • J. EDWARD BROMBERG

and

introducing the newest starring personality

MARJORIE WEAVER

Directed by Walter Lang

Associate Producer Raymond Griffith. Screen play by Kathryn Scola and Darrell Ware. Based on the Red Book Magazine story by Philip Wylie.

Darryl F. Zanuck in Charge of Production



The Keystone of Your Future



THEY'RE GOING TO MAKE HOLDOVER NEWS AGAIN . . . ONLY MORE SO!

FILM BOOKING CHART

(For information of theatre and film exchange bookers, VARIETY presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of the reviews as given in VARIETY and the running time of prints are included.)

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WEEK OF RELEASE	TITLE	PRODUCER	DISTRI.	TYPE	TALENT	DIRECTOR	TIME MINS.	REVIEWED BY VARIETY
9/17/37	GAME THAT KILLS LOVE TAKES FLIGHT THE FIREFLY MY DEAR MISS ALDRICH THIRTEENTH GUEST (Release) VOGUES OF 1938 LADY FIGHTS BACK THAT CERTAIN WOMAN	H. L. Decker Hunt Stromberg MGM MGM M. H. Hoffman W. Wanger Ed. Grainger R. Lord	Col GN GN MGM MGM UA UA WB	Melodrama Rom-Com Operetta Comedy Mystery Musical Drama	C. Quigley-R. Hayward B. Cabot-Reston-Roberts J. MacDonald-Allan Jones E. M. Oliver-J. Beecher G. Rogers-L. Talbot W. Baxter-J. Bennett I. Hervey-K. Taylor B. Davis-H. Fonda	D. R. Lederman C. A. Scott R. Z. Leonard Geo. B. Seitz Albert Ray Irv. Cummings Milt Carruth Ed. Goulding	55 70 140 73 61 105 65 91	9/22 9/28 7/28 10/8 9/4/32 8/4 10/27 8/4
9/21/37	SMALL TOWN BOY TRAILING TROUBLE THE BRIDE WORE RED STARS OVER ARIZONA SOPHIE LANG GOES WEST 40 NAUGHTY GIRLS ARIZONA GUNFIGHTER BEHIND THE MIKE BACK IN CIRCULATION	Zion Myers Condor J. Mankiewicz R. N. Bradbury Par Wm. Seiter A. W. Hackel Lew Brock S. Bischoff	GN GN MGM MGM MGM RKO RKO Rep RKO WB	Com-Dr Western Com-Dr Western Melodrama Mystery Western Com-Dr Com-Rom	Stuart Erwin-J. Compton Ken Maynard J. Crawford-Tone Jack Randall G. Michael-L. Crabbe J. Gleason-J. Pitts Bob Steele W. Gargan-J. Barrett F. O'Brien-Blondell	Glenn Tryon R. Rosson D. Arzner R. N. Bradbury C. Reisner Edw. Cline Sam Newfield Sid Salkow R. Enright	61 100 62 63 62 63 -68 100	10/13 9/29 9/29 9/8 9/8 11/3 7/28
10/1/37	SOMETHING TO SING ABOUT MADAME X A BRIDE FOR HENRY HIGH WIDE AND HANDSOME MUSIC FOR MADAME BOOTS AND SADDLES YOUTH ON PAROLE LIFE BEGINS IN COLLEGE CARNIVAL QUEEN LIFE OF EMILE ZOLA LOVE IS ON THE AIR	Schertzing J. K. McGuinness Mrs. W. Reid A. Hornblow Jesse L. Lasky Sol C. Siegel Phil Rosen H. Wilson Robt. Presnell Henry Blanke Bryan Foy	GN MGM MGM MGM RKO RKO Rep RKO 20th WB WB	Musical Drama Com-Rom Com-Rom Musical Western Melodrama Western Melodrama Biog Com-Rom	Cagney-E. Daw Gladys George-W. William Ann Nagel-W. Hall Irene Dunne-Scott N. Martin-J. Fontaine Gene Autry-J. Allen M. Marsh-G. Oliver W. A. Seiler D. Kent-R. Wilcox Paul Muni-G. Sondergaard R. Reagan-June Travis	Schertzing Sam Wood William Nigh R. Mamoulian J. Blystone Joseph Kane Phil Rosen W. A. Seiler Nate Watt Wm. Dieterle Nick Grinde	90 75 73 110 77 59 101 66 123 61	9/1 9/29 9/29 9/29 9/15 10/13 10/13 9/29 11/3 6/30 9/15
10/8/37	LIFE BEGINS WITH LOVE RENEWAL OF THE MOUNTED PARTNERS IN CRIME SATURDAY'S HEROES THE WRONG ROAD LANCER SPY ROLL ALONG, COWBOY FAREWELL SAGAS I MET MY LOVE AGAIN IDOL OF THE CROWDS THEY WON'T FORGET	M. Connolly A. Herman Par Robt. Sick Colbert Clark S. G. Engel Sol Lesser W. Wanger W. Saville Trem Carr Mervyn LeRoy	Col GN GN Par RKO RKO 20th UA UA UA WB	Rom-Com Outdoor Melodrama Football Melodrama Drama Western Comedy Rom-Dr Rom-Dr Drama	D. Montgomery-J. Parker J. Newell-C. Hughes L. Overman-R. Kains Edw. Hedden-M. Marsh R. Cramwell-L. Atwill D. Del Rio-G. Sanders-Lorre Smith Ballew Blanks-F. Robson J. Bennett-H. Fonda John Wayne-S. Bromley C. Rains-G. Dickson	Ray McCarey A. Herman Ralph Murphy Edw. Kelly J. Cruze G. Ratoff Gus Meins Tim Whelan Logan-Ripley Art Lubin Mervyn LeRoy	72 64 68 58 62 62 75 55 66 69 98	10/6 11/10 10/20 10/20 10/13 10/6 10/6 10/6 11/10 6/30
10/15/37	MURDER IN GREENWICH VILLAGE JIM SYN WALLABY JIM OF ISLANDS DOUBLE WEDDING LUCK OF DRAWING CAMP WHERE TRAILS DIVIDE ANGEL FIT FOR A KING TRIGGER TRO HEIDI THAT'S MY STORY OVER THE GOAL	W. MacDonald GB B. Barsky J. Mankiewicz A. H. Steele R. N. Bradbury Ernst Lubitsch David L. Loew Sol Siegel R. Griffith Robt. Presnell Bryan Foy	Col GN GN GN MGM MGM Par RKO RKO 20th U WB	Mystery Drama Rom-Dr Rom-Com Outdoor Western Rom-Dr Comedy Rom-Dr Rom-Dr Melodrama Rom-Com	Fay Wray-Richard Arlen George Arliss G. Huston-R. Coleman Wm. Powell-Leon O. Davis, Jr.-J. Woodbury Tom Keene Dietrich-H. Marshall Joe E. Brown-Heien Mack Thurs Mesquiter Temple-Hersholt-Trencher C. Morgan-Wm. Lundigan Wm. Hopper-June Travis	Al S. Rogell Neill-Howell Chas. Lamont Wm. Foxe I. V. Willat R. N. Bradbury Ernst Lubitsch Edw. Schwallie Wm. Whitney Allan Dwan Sid Salkow Noel Smith	68 78 58 85 90 93 70 85 62	11/3 9/22 9/15 9/1 11/10 10/6
10/22/37	THE AWFUL TRUTH KING OF SIERRAS HERP'S FLASH CASEY LIVE LOVE AND LAUGH THUNDER TRAIL BREAKFAST FOR TWO CHARLIE CHAN ON BROADWAY STAN THE PERFECT SPECIMEN	Everett Riskin M. H. Hoffman M. & A. Alexander H. Rapf Par Edw. Kaufman John Stone W. Wanger H. J. Stone	Col GN GN MGM MGM Par RKO 20th UA WB	Comedy Western Com-Dr Com-Dr Western Rom-Dr Mystery Comedy Com-Rom	I. Dunne-Carey Grant Rex-Sheik (horses) E. Linden-B. Maltby E. Montgomery-R. Russell Marsha Hunt-Gilbert Roland B. Stanwyck-H. Marshall W. Oland-Juan Marsh L. Howard-Jean Blondell E. Flynn-Jean Blondell	Leo McCarey Arthur Rosson Lynn Shores G. Fitzmaurice Chas. Barton Alfred Santell Eugene Forde L. V. Willat Michael Curtiz	90 57 72 68 56 65 88 82	10/20 10/20 10/20 9/29 9/29 9/22 9/29
10/29/37	TRAPPED BY G MEN TEX RIDES WITH BOY SCOUTS CONQUEST FEDERAL BULLETS THIS WAY, PLEASE THERE GOES THE BOOM RIDE THE LONG TRAIL ALI BABA GOES TO TOWN WESTLAND CASE THE GREAT GARRICK	Col E. Finney B. H. Hyman Lon Young Mel Shauer A. Lewis A. W. Hackel L. Schwab L. Fox-S. Starr M. LeRoy	Col GN MGM MGM MGM Par RKO 20th WB	Melodrama Western Hist-Rom Drama Drama Musical Com-Dr Western Musical Mystery Drama	Jack Holt-Wynne Gibson Tex Ritter Garbo-Charles Boyer M. Stone-T. Walker Buddy Rogers-B. Grable B. Meritt-J. Sothern Bob Steele Cantor-T. Martin-J. Lang P. Foster-Carol Hughes Brian Aherne-de Havilland	Louis D. Collins Ray Taylor Clarence Brown Karl Brown Robt. Florey Joseph Santley Sam Newfield David Butler C. Cabanne James Whale	65 80 115 61 72 64 56 62 85	11/10 11/3 10/27 10/27 9/15 7/28 11/3 10/20 10/6 9/29
11/5/37	NON-STOP NEW YORK SWING IT, SAILOR THE FIREFLY DANGER VALLEY HOLD 'EM, NAVY FIGHT FOR YOUR LADY PORTIA ON TALK DANGER, LOVE AT WORK GIRL WITH IDEAS ALCATRAZ ISLAND	GB D. Diamond H. Stromberg R. N. Bradbury Par A. Lewis A. E. Levoy H. Wilson Ed. Grainger Cosmo	GN GN MGM MGM Par RKO Rep 20th U WB	Rom-Mel Com-Dr Com-Dr Western Football Com-Rom Com-Rom Com-Rom Com-Rom Melodrama	Anna Lee-J. Leder W. Ford-J. Jewell J. MacDonald-A. Jones Jack Randall Lew Ayres-M. Carlisle J. Roles-L. Lupino W. Abel-F. Incester A. Sothern-J. Haley W. Pidgeon-W. Barrie John Littel-A. Sheridan	R. Stevenson Ray Cannon R. Z. Leonard R. N. Bradbury K. Neumann Ben Stoltz C. Nicholas, Jr. O. L. Preminger Sylvan Simon Wm. McGann	140 62 67 72 60 70 70 64	7/28 11/10 10/20 11/10 11/3 11/10 11/3 10/13
11/12/37	I'LL TAKE ROMANCE MR. BOGGS STEPS OUT THE LAST GANGSTER THE BARRIER LIVING ON LOVE SPRINGTIME IN ROCKIES DANGEROUSLY YOURS STORM IN A TEACUP MURDER IN DIAGONAL ROW MERRY-GO-ROUND OF '38 ADVENTUROUS BLONDE	E. Riskin Ben Pivar MGM H. Sherman M. Cohen S. C. Siegel Sol Wurtzel Korda A. Korda B. G. DeSylva Bryan Foy	Col GN MGM RKO RKO Rep 20th UA UA U WB	Musical Com-Dr Drama Outdoor Com-Rom Western Rom-Dr Rom-Dr Melodrama Musical Com-Rom	Grace Moore-M. Douglas S. Erwin-H. Chandler E. G. Robinson-R. Stradner O. Carrillo-F. Parker W. Bourne-J. Dunn G. Autry-P. Pawles C. Romera-F. Brooks V. Lelch-R. Harrison E. Lowe-S. Shaw-A. Todd B. Lahr-B. House-Auer G. Farrell-B. MacLane	Edw. Griffith G. Wiles E. Ludwig L. Sandler Lew Landers Joe Kane M. St. Clair V. Saville W. K. Howard Irv. Cummings F. McDonald	81 90 69 60	11/10 11/3 11/3 10/20
11/19/37	HOLLYWOOD ROUNDUP FRONTIER TOWN NAVY BLUE AND GOLD NIGHT CLUB SCANDAL DAME IN DISTRESS THE GUN RANGER THE DUKE COMES BACK SECOND HONEYMOON 32ND STREET IT'S LOVE I'M AFTER	Col Ed Finney S. Zimbalist Par P. S. Berman A. W. Hackel H. Schlim R. Griffith W. Wanger H. J. Brown	Col GN MGM Par RKO RKO Rep 20th UA WB	Western Western Football Mystery Musical Western Rom-Dr Com-Rom Musical Comedy	Buck Jones Tex Ritter R. Young-L. Barrymore J. Barrymore-Overman Astaire-Burns and Allen Bob Steele-E. Stewart A. Lan-H. Angel-G. Robin T. Power-L. Young K. Baker-P. Patterson-Carrillo L. Howard-B. Davis	Ewing Scott Ray Taylor Sam Wood Ralph Murphy Geo. Stevens S. Newfield A. Pichel Walter Lang H. Young Archie Mayo	75 80 80	11/10 10/6 7/21
11/26/37	SHE MARRIED AN ARTIST BAD MAN OF BRIMSTONE COUNTRY AIR EBS TIDE TEXAS TRAIL HIGH FLYERS WILD HORSE ROBO 48 FATHERS DINNER AT THE RITZ NOTHING SACRED SOME BLONDES ARE DANGEROUS	S. Buchman Harry Rapf E. B. Dett L. Hubbard Harry Sherman Lee Marcus S. C. Siegel John Stone R. T. Kane D. O. Selznick E. M. Asher L. Edelman	MGM MGM MGM Par Par RKO RKO 20th 20th UA WB	Comedy Rom-Com Drama Western Comedy Comedy Comedy Comedy Rom-Dr Com-Dr Com-Dr Rom-Com	Boles-Lull Desil J. Stewart-R. Young J. F. MacDonald-M. Lender O. Homolka-F. Farmer W. Byrd-J. Allen Wheeler-Woolsey J. Withers-T. Beck Annabella-P. Lukas Lombard-F. March W. Gargan-D. Kent F. O'Brien-D. Weston	M. Gering J. W. Rubin H. Bretherton Jas. Hogan Dave Selman Eddie Cline Wm. Sherman Jas. Tinsling H. D. Schuster Wm. Wellman W. Gargan Lloyd Bacon	91 70 75	10/13 11/10 11/10
12/3/37	ALL-AMERICAN SWEETHEART THOROUGHLY DON'T CRY BLOSSOMS ON BROADWAY TAKING THE TOWN BIG TOWN GIRL PRESCRIPTION FOR ROMANCE FIRST LADY	W. MacDonald H. Rapf B. P. Schulberg M. Cohen Melton Feld E. Grainger H. J. Brown	Col GN MGM RKO RKO U WB	Rom-Com Com-Rom Com-Rom Comedy Melodrama Com-Rom Rom-Com	S. Colton-P. Farr R. Sinclair-M. Rooney C. Lombard-MacMurray Fred Stone-D. Vauxhan T. Trevor-D. Woods W. Barrie-K. Taylor K. Francis-P. Foster T. Hayworth-C. Quigley J. Beal-F. Rice-F. Morgan Tom Keene-B. Wallace J. Payne-S. Ardler S. Ellers-J. Beal Bob Steele-M. Weldon J. Pratt-S. Byrd J. Wayne-D. Gibb J. Littel-J. Dale	C. C. Colman, Jr. W. Thiele R. N. Eberby E. A. Dupont Lew Landers Sam Newfield Frank Strayer Arthur Lubin Wm. Clemens	66	11/10
12/10/37	A CARNIVAL LADY A MATTER OF PRIDE ROMANCE OF ROCKIES LOVE ON TOES DANGER PATROL COLORADO KID JONES FAMILY ROMANCE MISSING WITNESSES	W. MacDonald Joe Cohn R. N. Bradbury E. Cohen Maury Cohen A. W. Hackel Max Golden Bryan Foy	Col MGM MGM MGM RKO RKO 20th WB	Melodrama Comedy Comedy Rom-Com Melodrama Western Comedy Special Melodrama	Boles-Lull Desil J. Stewart-R. Young J. F. MacDonald-M. Lender O. Homolka-F. Farmer W. Byrd-J. Allen Wheeler-Woolsey J. Withers-T. Beck Annabella-P. Lukas Lombard-F. March W. Gargan-D. Kent F. O'Brien-D. Weston	C. C. Colman, Jr. W. Thiele R. N. Eberby E. A. Dupont Lew Landers Sam Newfield Frank Strayer Arthur Lubin Wm. Clemens	91 70 75	10/13 11/10 11/10

—and don't forget to tell them, Leo, that "Conquest" is packing the Capitol, N. Y., to the biggest biz in 20 weeks!



"FIREFLY" BLAZES!

MILWAUKEE STARTS POP PRICE PARADE!

Beats "Maytime" by 22 percent

Beats "Broadway Melody of 1938" by 20 percent

Beats "San Francisco" by 15 percent

Beats "Day At The Races" by 38 percent

JEANETTE MACDONALD in
"THE FIREFLY" with Allan
Jones, Warren William, Billy
Gilbert, Douglas Dumbrille. A
Robert Z. Leonard Production.
Screen play by Frances Goodrich
and Albert Hackett. Based upon
the Book and Lyrics by Otto A.
Harbach. Adaptation by Rudolf Friml.
Nash. Music by Robert Z. Leonard.
Directed by Hunt Stromberg. A
Metro-Goldwyn-Mayer Picture.



"Make way for Jeanette—
Her very best yet!
Kiss records good-bye
Hooray 'Firefly'!"

Extra! Additional Openings As We Go to Press Are Terrific!

Portland and Tulsa confirm "Firefly" as the industry's new box-office sensation!

L.N.S. NEWS BROADCAST FROM FILM THEATRE

San Francisco, Nov. 9.
Year's contract has been signed by KGGC, San Francisco, with the President theatre, film house, for a series of newscasts handled by Harry Le Roy, assisted by Rene La Marr. International News Service dispatches will be used.
First broadcast Nov. 4 was aired from the theatre stage at 8:30 a. m., PST.

20th's New Buff Exchange

Buffalo, Nov. 9.
20th Century-Fox opened its new exchange here this week. Two-story building was built for the company by local interests headed by Vincent R. McFaul, head of the Shea Amus. Co. Gaumont-British will also have quarters in the new building.

Present for the opening were William Suesman, eastern division sales manager; Jack Sichelman, assistant general sales manager; E. H. McFarland, superintendent of construction; George Roberts, district sales manager; and I. J. Schmetz, exchange manager, both of Cleveland.

N. Y. H'wood Sets Plans

Warners is planning to use the Hollywood theatre, N. Y., exclusively as a roadshow house.
Will run its own specials in addition to extended runs of other studios' de luxes.

F. P.-Can. Strike Talk

Montreal, Nov. 9.
Two hundred picture theatres operated by Famous Players-Canadian Corp. throughout the Dominion would be affected by strike threatened unless settlement is reached in a two-month-old dispute between Winnipeg theatre employees and the corporation.
Position in the Manitoba city is somewhat similar to that obtaining in Montreal last Sept. 1 when proposed legit season at His Majesty's had to be cancelled due to refusal of the International Association of Theatrical Stage employees to handle road shows unless projection men in local houses were under the IATSE.

Harris Adds 2

Pittsburgh, Nov. 9.
Harris Amus. Co. has just taken over management of State and Grand theatres in Salem, O. Since March, 1931, houses have been operated by Walken Theatres and I. N. Walken will remain in charge and additionally become district manager for Harris-directed spots in Ohio.
Acquisition of the two Salem sites will mark renewal of an old partnership, Walken previously having been associated with John H. Harris in Washington (Pa.), and Etta (Pa.), sites prior to sale of Harris chain to WB in 1929. Walken remains as a partner in Salem, in addition to acquiring an interest in other Harris enterprises.

PITT VARIETY CLUB'S SHINDIG NOV. 14, SRO

Pittsburgh, Nov. 9.
Annual Variety Club banquet here, which has come to be one of the biggest showmen events in country turnout of close to 500 at William Penn hotel Sunday (14). Tickets were cleaned out three weeks ago.
Affair will bring on flock of home office execs from New York as well as delegations from various other Variety Club chapters, with most of guests coming in day ahead of time to see the National Football game. Banquet is in honor of outgoing officers headed by John J. Maloney and incoming group topped by John McGreevy.

Philadelphia, Nov. 9.
Earle Sweigert, Paramount sales manager here, and Leonard Schlesinger, Warner exec, will represent Philly Variety Club at the annual banquet of the Pittsburgh group Sunday (14).

Green Over 'Rage'

Hollywood, Nov. 9.
Screenplay of Danielle Darrieux's initialer at Universal, 'The Rage of Paris,' has been completed by Howard J. Green, and writer has left the lot.
Buddy DeSylva produces the film, which Henry Koster will direct. Shooting is expected to begin Dec. 15.

Broadwayite

(Continued from page 2)

Armistice Day, which brings back memories and the playboys become too depressed to go out... December creeps up on us and we have the grand alibi of L. D. P. Xmas Shopping Early, and as far as N.T.G. is concerned they started doing it in June this year.

So the easiest way out is to blame the whole thing on the International Casino, New York's newest suburb, and let it go at that.

Thoughts While Thinking
Would you call Clifford Odets the goose that laid the 'Golden Boy'?
We had the pleasure of shaking hands with the Prince of Wales when he last visited America. It's probably none of our business but if you can't stop a fellow from giving up his throne what was it that stopped him from taking a trip to the country that loves HIM for himself?... can't help it, it's the George Bernard Shaw in us.

Little error in putting up Winter Garden sign which was corrected after we jotted it down. It read, 'Hooraay—Opening November 30th—For What?'

This picket thing is getting to be a good racket... the ex-maids in front of the Taft Hotel make more money carrying banners than they do making beds.

Little things that burn up big people was the fact that Larry Hart, our ace smart lyricist, was practically ignored by critics on their 'Td Rather Be Right' reviews. Hart, in no uncertain terms, confided to us that he didn't think it was fair and after all we don't blame him... his lyrics are a great asset to the show and if you think it's easy to rhyme satirically 'Tallulah'... 'Rosevelt'... 'WPA'... ask Cohan, who has written many a snappy ditty himself. So far neither one has rhymed orange, which is just about as tough as the above-mentioned subjects.

M-G Publicity

(Continued from page 3)

Miss MacDonald, Nelson Eddy, Clark Gable, Norma Shearer and a few others.

Bacher's idea is to use top names only when their picture is exploited in the preview. Secondary talent will be used as filler.

Noivices and foreign imports will come in for a heavy battery, if being case studio's hope that at the end of the first 12 weeks something will show up in the results to warrant the outlay. Bacher has the studio's promise to let him produce a film-musical to be studied with his radio discoveries. It is believed that they will have had sufficient buildup to justify a marquee casting.

In time and talent, General Foods will go for around \$2,000,000 on the year.

A detailed review of the Maxwell-Metro show is on page 32.

Now a Larger Size Projection Aperture Is Before the House

Burley Under Wraps, But Not So the Lyric on 42d

Lyric theatre (films) is the only house on 42d street (burlesque boulevard) where nudes are displayed on theatre front.

All 'follies' are under wraps on stills, posters, etc., while the sensational Lyric exhibits semi-draped nudes, heated stills, etc., on average weekly showing of two-tone films. Current is 'Reform Girl,' with blue illustrations decking house.

Niesse on His Own

Indianapolis, Nov. 9.
Carl Niesse, manager of the Cozy, Alamo, and Ambassador, downtown second-run houses for Manny Marcus, will go into business for himself about Feb. 1, when construction on a 1,200-seat theatre in Broad Ripple, suburb, is completed.

Work will start in two weeks on the house, which is to be ultra-modern in design.

Movement to oppose increasing the size of apertures on all picture projection machines is gaining momentum in the industry, now that the eastern division of the Society of Motion Picture Engineers has gone on record against such a change. One N. Y. projectionist, a veteran, has estimated that what seems a small alteration would cost the business around \$1,000,000, while others consider this estimate too conservative.

Idea of making the aperture size larger was conceived by the research council of the Academy of Arts and Sciences in Hollywood. Chief benefit would be larger close-ups of stars.

Minor changes in projection machine aperture would necessitate changing them on all projection outfits and altering every screen in the U. S. Theoretically, the screen would be made larger by removing the present banking or backing, but practical theatre men claim that this would leave an unevenly colored screen, with the result that new screens would have to be purchased in most theatres.

Burden of both alterations would have to be carried by exhibitors which is regarded as another reason why no change will be made.

THANK YOU!

"NIGHT OF STARS"

Salutes the amusement industry and the scores of generous-hearted artists who have volunteered their services for a great humanitarian cause at

MADISON SQUARE GARDEN

On Wednesday Eve., Nov. 17th

(Listed Alphabetically)

DON ALBERT
DAVE APOLLON
BELLE BAKER
JAMES BARTON
ROBT. M. BRINKERHOFF
GENE BUCK
BUCK AND BUBBLES
YASCHA BUNCHUK
ERNIE BUSHMILLER
CAB CALLOWAY
AL CAPP
KITTY CARLISLE
MARY CECIL
LYSTER CHAMBERS
MARIO CHAMLEE
ILKA CHASE
GEORGE M. COHAN
JOE COOK
COTTON CLUB REVUE
CROSS and CUNN
AL CHRISTIE
GEORGE CHRYSTY
EDDIE DOWLING
EDDIE DUCHIN
BENNY FIELDS
HAM FISHER
JAY C. FLIPPEN
SAM FORREST
FRENCH CASINO REVUE
GAE FOSTER GIRLS
EDDIE GARR
WILLIAM GAXTON
LUELLA GEAR
FLOYD GIBBONS
MARGALO GILLMORE
RUBE GOLDBERG
BENNY GOODMAN
CORDON and REVEL
MITZI GREEN
MILT GROSS
CHESTER HALE GIRLS
HARTMANS
GABRIEL HEATTER
HARRY HERSHFELD
EDWIN C. HILL
VERNE HOGARTH
LOU HOLTZ
WILLIE and EUGENE
HOWARD
INTERNAT'L CASINO REV.

JEWISH CANTORS MINISTERS ASSOC. CHOIR
BEATRICE JOYCE
STAN KAVANAGH
CHAS. O'BRIEN KENNEDY
LAURIA BROS.
JOE LAURIE
GERTRUDE LAWRENCE
LEONARD LYONS
DOROTHEE MANSKI
MITZI MAYFAIR
JOHN MCCLOSKEY
JAMES MELTON
DAVID MENDOZA
BURGESS MEREDITH
FRANK MILLER
MARY MOORE
PAUL MUNI
ARTHUR MURRAY
NICHOLAS BROS.
PARADISE REVUE
BRANDON PETERS
PICK and PAT
JANE PICKENS
MOLLY PICON
CHARLES PLUMB
BUD POLLARD
SIDNEY RAYNER
GUY ROBERTSON
ANNE ROSELLE
LEON ROTHIER
THALIA SABANIEVA
JIMMY SAVO
HENRY SHERWOOD
MARY SMALL
ALEXANDER SMALLENS
LOUIS SOBOL
ANN TIEMAN
HERMAN TIMBERG
RAEBURN VAN BUREN
DAN WALKER
LILLIAN WALKER
EDDIE LAMPERT
MACK SENNETT
WALLY VAN
MARK WARNOW
L.FE WHITNEY
JAMES WILKINSON
HENNY YOUNGMAN

Sponsored by United Palestine Appeal

Approved by Theatre Authority, Inc.

CONDUCTOR VIOLINIST
2nd Year—Shea's Buffalo
The DYNAMIC
ARNO
"Arno offers a colorful and tuneful presentation which is probably the best the ensemble has done in many months."—Buffalo News.

POLLARD'S COLORED SHORTS.
Bud Pollard will turn out a series of color shorts which will use for the first time the three-tint process known as Brewster Color. Space at the Biograph studio, N. Y., has been taken for production of the shorts.
First briefs will include N.T.G. (Granlund) and showgirls from the Hollywood restaurant, N. Y.

'Hawaii' Calls Holden

Hollywood, Nov. 9.
Gloria Holden has been ticketed by Sol Lesser for featured spot in 'Hawaii Calls.'
It's the next Bobby Breen starrer.

New York Theatres

There's a Better Show
at the **RKO THEATRES**

It's LOVE Im After
Starring **Bette DAVIS**
Olivia deHAVILLAND
Broadway & 47th St.
Doors open 7:35 a.m.
Streamline 25c

PARAMOUNT TIMES SQUARE
HOLD OVER 2ND WEEK
MARION DIETRICH
IN PERSON
"ANGEL"
Herbert MARSHALL
and Melvyn DOUGLAS
and His Ore
TOMMY DORSEY

7th Av. & 50th St.
ROXY
ALL 25c TO SKATS 1 P.M.
"SECOND HONEYMOON"
with Tyrone Power and Loretta Young.
New Stage Show

RADIO MUSIC HALL
HELD OVER
"THE AWFUL TRUTH"
with **IRENE DUNNE**
Spectacular Stage Productions

CAPITOL 5th Ave. & 42nd St.
2ND WEEK!
Greta GARBO
Charles BOYER
In the Picture that Makes History
"CONQUEST"

WPA Today Only
"BIG CITY"
Beginning Thursday
"LOST HORIZON"
DAVE APOLLON and ORCHESTRA

STARTS FRIDAY, NOV. 12
"NIGHT CLUB SCANDAL"
A Paramount Picture
with JOHN HARRYMORE
Lynne Overman Chas. Bickford
Lynne Campbell Elizabeth Patterson
CRITERION 25c
Opens 8 A.M. Midnight Shows 10 P.M.

THE SAMUEL GOLDWYN Presents
HURRICANE
by the authors of "The Boat Builder"
ASTOR 5th Ave. & 46th St.
Doors open 7:30 P.M. 10 P.M.

The Girls' Eye View

(Continued from page 6)

of Leo McCarey, add a great deal to the gaiety in "The Awful Truth." Mr. Smith's rival, in his own world, is a black cat who contributes a nice bit at the finish.

Music Hall Stage Show Curtseys the Horse Show

The horse show is honored by the Rockettes in the current Musio Hall show. The girls appear in a minimum of rhinestones, with huge white plumes, rust-tipped for manes, plume 'tails' and rust-colored shoes. A very colorful number.

Metal cloth pajamas are the choice of Ray and Geraldine Hudson, for their acrobatics.

Music from soloist, Francis Row, the Music Hall Glee Club, and the ballet girls, who danced in tiny trunks with short flowing robes colored variously with the aid of an intricate lighting effect.

Dolores Del Rio's Stylish 'Lancer Spy-ing'

At least the title "Lancer Spy" carries a warning, so if you make a practice of ducking spy pictures, you know what you can do. Dolores Del Rio, in her first appearance for some time, wears a number of lavish gowns before she chances to get shot for helping George Sanders to escape. Miss Del Rio does her spying and falling for the enemy, in a white gown with ruffled skirt and cap sleeves, and low cut bodice, and in an embroidered net, floor-length, with short jacket and enormous white hat tied in a bow under her chin. One simple black gown has a fur scarf and is topped by a hat covering one side of the head and exploding with stiff white feathers, and she wears lots of other ostriched and sequined creations.

Miss Del Rio's excellent silhouette is up to her usual standard, but her eyes are made up with all the finesse of a high school girl who suddenly decides to go siren. The blacking must have been applied with some blunt instrument.

A lot of Hollywood's better performers are assigned to "Lancer Spy," such as Lionel Atwill, Joseph Schildkraut and Peter Lorre, latter too fine an actor to be buried in the insignificant part which falls to his lot in this opus.

Shirley's Growing Up

In "Heidi" it looks as though Shirley Temple planned to play her fans a mean trick and grow up. She's considerably taller, and soon the fan mags will revive the old speculation about what her "teens" will bring. Next thing you know she'll be reported engaged to someone. Then we'll all have to touch up our gray hairs and pretend our mothers used to take us to see her when we were little girls.

"Heidi" involves a number of good old film tricks—a flinty hermit, cruel governess, and downright slapstick with a monkey and the cast's two most dignified members. But it's all well done by a grand cast.

Jean Hershold, as the hard-hearted grandfather whose resistance Shirley breaks down, brings real drama to the search for the little girl, even to the old dodge of passing her a few feet away in a crowd. Gladys Christian survives the shirtwaist and gathered skirt period to look very pretty but tough, which is necessary as she and Mary Nash are two lady friends who try to sell Shirley to the gypsies.

Arthur Treacher has been a butler so often people will begin automatically handing him their wraps when he appears in public. He's a mo' man; less stuffy shirt butler in "Heidi"—but a butler. Marcia Mae Jones is Sidney Blackmer's daughter, Helen Westley is the gentle blind "Anna" of the mountain valley, and Thomas Beck makes a handsome mountain pastor with a gorgeous black satin waist.

Shirley wears little suspenders frocks with white blouses in her grandfather's mountain cabin, but most becoming is the Dutch costumes she wears in a fairy tale fantasy, singing "In Our Little Wooden Shoes." Bringing oh's and ah's from young ladies her own age is a minuet scene in the fantasy, in which she wears a miniature Colonial costume complete with white wig.

Roxy's Variety—Rumbas to Marionettes

Fred Stone's little girl, Dorothy, and Charles Collins head the Roxy stage show. Miss Stone dances in two effective costumes, one a white fan pleated sheer topped by a long fitted, cartridge taffeta coat with short puffed sleeves, and for the finale, she chooses rose sheer with very full circular skirt banded near the hem with blue ribbon. In bathing suits of various colors, the Gae Foster girls bounce enormous rubber balls in unison, with only an occasional fumble. The girls wind up in old-blue satin rumba dresses, tight bodices and ruffled skirts and the cutaway skirts.

Comedy is supplied by the Three Nonchalants, the acrobatic boys with the cast-iron skulls, Johnny Woods doing impersonations, with far better excuse than most of his fellow imitators, and George Prentice (date of the deceased "Virginia") with his Marionettes.

The Marionettes are in deference to the large number of children a Shirley Temple picture always draws, which is rather puzzling, as Marionettes are, with few exceptions, strictly sadistic in treatment. But it may be that the little dears prefer violence.

Boyer Almost Shades Garbo

Two of the season's superior acting jobs are by Charles Boyer and Greta Garbo as Napoleon and Countess Walewska in Metro's "Conquest." This should draw even those not especially addicted to the mysterious Swede, as it is far from an all-Garbo affair—needless to say, since nothing could be an all-anyone else affair with Boyer around. He makes Napoleon's ruthlessness, love of power, and incidentally, love of Countess Walewska, more real than anything written about the ambitious "Little Corporal," and Garbo, as the devoted woman in the back streets of his life, is taking none of his acting dust.

Countess Walewska first spends an evening with the Emperor, according to the story, because she wants to save Poland. Of course her husband is 75 years old and Napoleon is very attractive, but the Countess is above all a patriot. The Count, being neither as fond of Napoleon or Poland as is his emotional wife, leaves her flat on the steps. The Countess is handicapped by having to return home at 3 a. m. from her little visit, in a sleigh—and it's impossible to slip back unobserved from a rendezvous with all those slightly jingling.

The high Empire hair arrangement and waistlines both accentuate Miss Garbo's fragility, or maybe she is thinner. Naturally all gowns are Empire influence, with necks cut low and square. One outlined in full ruffles is cut low enough to make a deep breath immodest. Forced to stick to one design, practically, designer Adrian introduces all the novelty possible in the way of scarves and trimming. One buttoned-down-the-front robe worn by Miss Garbo might be an inspiration for a present-day breakfast coat—unless it was the modern breakfast coat that inspired the robe.

As is true of nearly all historical films, "Conquest" suffers an occasional let-down, but the spots are infrequent, and scenery and settings are done in real splendor.

C. Henry Grand is not villainous for a change; Reginald Owen, so frequently assigned to costume pictures, is the roguish schemer, Talleyrand; Dame May Whitty is Napoleon's mother, and a lady who does an excellent bit as Count Walewska's batty sister is for some reason—or for no reason—unprogrammed.

Litvak Takes Time Out

Hollywood, Nov. 9. Having wound up his directorial argument on "Tovarich" at Warners, Anatole Litvak sails Nov. 24 for Europe. He'll visit England and France.

Upon his return Litvak directs "Amazing Dr. Clitterhouse" here or abroad.

G.L.'S DISCOVERY

Hollywood, Nov. 9. Kay Griffith, signed in the east by a Columbia talent scout, will make her film bow in "Wide Open Paces" opposite Joe E. Brown.

Picture, which is David Loew's initial for Col. release, goes into production latter part of the month.

CONTRACTS

Hollywood, Nov. 9. Metro picked up option on George Harmon Cox, writer.

Frances Gifford, who bows to the screen in "Having a Wonderful Time," had her option lifted at RKO.

Ben Blue had his option hoisted at Par.

Mike Simmons drew a year's writing contract at Columbia.

20th-Fox extended Gloria Stuart's pact.

Major Pictures has exercised option on contract with Katherine (Sugar) Kane.

Murky Murkacz, portrait photographer, joining Warners, Dec. 1 on one-year pact.

John Ridgely draws term contract at Warners following his performance in "Submarine D-1."

RKO has taken up option of Paul Yawitz, writer, for another year.

Theatre Changes

Los Angeles. Earl Cook, for many years district manager for Alexander Pantages' theatres in Kansas City, and more recently at Warners' Huntington Park house, succeeds Mel Murphy as manager of Hollywood Warners' theatre.

J. D. L'Esperance transfers from the Forum to the Huntington Park in the shift, with Martin Kaplan, who recently left for Fox-West Coast, going into the Forum as manager.

Proposed deal whereby Fox-West Coast would acquire a 51% interest in the new Southgate theatre, under construction by Al Hanson, has been called off, and Hanson will go ahead with the venture alone. House will open around Dec. 15.

Pittsburgh. H. H. Paul, of Wilkinsburg, Pa., has taken over State there. Warners opens its new de luxe nabe spot, the Boulevard, Brookline, Wednesday (10). Henry Burger manager. Two additional indie houses were launched over week-end, one under ownership of Walker Brothers in Crafton, their second in that district, and the other by John Stahl in Homestead, likewise second for him in that borough.

Cleveland. Six shifts on Warner circuit giving young audience a break. George Fraser, from WB variety, made manager of downtown Lake. Ed Moran, Hipp's chief of service, taking his place. Carolee Rees, manager from Lake to Hipp as Eddie Miller's assistant. Don Jacobs stepping out to manage Pastime in Coshocton, O. Bud Gilliam brought back from sticks to do publicity in Warner exchange.

Chico, Cal. Rialto theatre here has been purchased from T. & D. J. Enterprises, Inc. by Frederick and Lee Naify and Frederick Salif, heretofore partners with the circuit in its operation.

Omaha. Recently installed Monogram film exchange here went under new set-up, effective Nov. 8. W. W. Troxell, former RKO and Republic salesman, takes over as office chief, replacing Bill Strickland.

Also formerly with RKO, Strickland goes to Des Moines as office manager, replacing F. E. Judd, who takes to road to sell film. Matt Rozgay gives up traveling salesmanship to be assigned to Monogram's stage unit, "Paradise Isle Islanders."

Philadelphia. Astor, Allentown, closed for past three years, has been bought from Liberty Trust Company by Wilmer and Vincent.

250-seater being erected in Robertsdale, Pa., by Rockhill Coal and Iron Company.

New 1,000-seat house to be built at Castor road and Magee street, Philly, by Simon Finestone, of New York. Joseph Cohen, local rep.

Oklahoma City. W. J. (Dutch) Okmaher no longer with GN. Buddy Benjamin covering entire State for GN instead of just part.

Max Sexton transferred from booking department at Dallas for Paramount to sell exchange in O. C. as sales manager.

New employees include M. K. Brooks to shipping department at MGM, Florence Mellin as cashier at Universal, and Leva Louzader as booker's assistant at U.

Francis Rush named new assistant manager for Midwest, downtown Standard first run house here.

Helen Holden now doing exploitation contract for Oklahoma City's Standard theatres.

San Antonio. Rubin Frels, Victoria theatromanager, takes over Doyle F. Luckie's three theatres in Golad. Karnes CTV and Nixon, Texas.

EXPLOITATION :-: By Epos W. Sargent

Lies for Truth

Washington. Radio stunt capitalized on title of "The Awful Truth," and caused a fair talk. Idea, cooked up by Earl Cunningham, a. a. and State WWSV, began with distribution of cards announcing broadcast would be held upstairs in WWSV studios, cards being handed out in theatre beginning two hours before program of Wednesday before Friday bow of flicker. About 50 persons took advantage of the invitation and packed studio.

Stunt was adaptation of man-in-the-street idea with Arthur Godfrey, ace air spieler, sitting amid array of lie-detecting equipment and inviting folks to step up and get tested. Questions were humorous, but not calculated to embarrass anyone. Had tough time getting 'em to step up, but house p. s. s. led by Bill Ewing fed him enough to keep show going with plenty laughs. Title of film was worked in easily at several points with direct plug for Earle engagement.

Justice Department balked at supplying lie detector, saying it didn't want to be put in position of officially endorsing it, but off the record the G-men furnished instructions as to how to assemble one from standard medical equipment, using pulsed-taker, etc. Idea is sure-fire if spieler is clever at all libbing and careful to make questions amusing without embarrassing.

Trailing Cupid

Cleveland. Taking a situation from "Double Wedding," in which Myrtle Loy and William Powell are married in a trailer, Milt Harris, p. a. for Loew's State, got the idea of duplicating it in real life as a pix tie-up with Cleveland annual auto show on Nov. 15.

Both Harris and Col. Harry E. Loew started out holding a "Cupid Search" to find worthiest two couples, willing to go through a public double wedding in a trailer at civic auditorium. Ceremony will be staged in a Honeybrook trailer, donated by Pontiac agency, with two ministers officiating. Twenty-two girls in "Brides of a Nation" pageant are acting as bridesmaids.

As another sure-fire angle, Dick Powell, of pix, and auto-show's guest, has promised to kiss new brides—which is sure to draw a hand them a truckload of household gifts donated by auto dealers. Season theatre tickets from Loew's and his house are being given away to first two couples to have a double wedding in auto trailer.

Opened 'Stage Door'

Louisville. Using the exploitation angle that school students who have stage aspirations would naturally be interested in the theme of "Stage Door," Johnson Musselman, manager of the Rialto, mailed four study guides to the high schools of the city, with the request that the study discuss the picture in their classes. He also arranged a tie-up with the secretary of the Better Films Council, which endorsed the picture.

Additional impetus was given the pic with a parade of 400 Liberty magazine boys through the downtown section. The parade was led by a calliope and preceded by a motorcycle escort.

After the Ams

Indianapolis. Earl Cunningham, manager of the Fountain Square, de luxe nabe, is in town tomorrow night at Thursday in his theatre in competition to Major Bowes' radio show.

Simulations are presented between double feature bills. Trailers plugging event are shown every week on screen, and out of about 100 applications seven are selected for weekly stage presentation. Show runs about 45 minutes.

Cunningham is working on commercial tieups with merchants in territory, and plans to air sponsored broadcast after the show on stage when and if sponsor can be found.

Used a Mystic

Warners used a mystic as an advance bally for "It's Love I'm After" at the N. Y. Strand. Did not run him contemporaneous with the pic but get him in 10 days in advance, providing a space on the mezzanine where an average of 35 people an hour sought free consultations, while hundreds gazed.

Used a special trailer "If it's love you're after, consult Rinaldo." Mystic sat in two and a half hours after each performance. Name suggests Joel Rinaldo, who used to run a spot on 40th street as Joel's.

Doll Flack

Goldwyn publicity has arranged for the release of doll, Marama, used in "The Hurricane." Original doll has been brought to New York and will be used for window display to promote the sale of the reproduction.

Doll is patterned after the South Seas model, and likely to prove a novelty.

Candy and Prizes

Now working for the Woodward Grand and Belmont theatres, Detroit, A. Milo DeHaven is using some familiar stunts on new ground. Includes a candy angle to the old free candy stunt.

All kids attending the special children's show one Saturday were given a small bag of candy. Bags were serially numbered, and the draw held on to them until the following week when 50 numbers were allowed in the lobby. Children holding those numbers were admitted free to that performance. Stunt escapes the lottery ban because the numbers are arbitrarily chosen.

He also gave a special Halloween midnight show with the PWA troupe playing "Miss Girl" at that performance only. Seems to be the first use of the PWA in pix houses as a business manager. Announcement was made in newspaper, but without the usual reference to tearing the paper from the walls to gain more room. DeHaven also gave a gum giveaway for another picture, a sample of a new brand being glued to each throwaway card.

Singing About It

William Brown, of the Albee, Providence, got to the gas company for a ride on a nearly quarter page for James Cagney in "Something to Sing About." Ad started off with about three inches, across three, for the pix and added that it also had something to sing about in a new line of gas range.

Brown also spotted special advertising in about 20 stores and community centers, spotted photos and on in six dancing academies and promoted two radio airings daily on a sustaining period. Spotting clubs and other gathering spots seems to work well in Providence, though it is not in general the best way to worth the trouble of breaking the ice.

Film Clown Party

Hollywood. Universal pulled a film clown party, with an invited aggregation of 40 clowns, for the opening of "Merry-Go-Round of 1938" at the Pantages theatre. Included were Jack Benny, Bob Hope, Milton Berle, Fred Allen, Charles Winninger, Eddie Cantor, Joe Penner, Ben Blue, the Ritz Bros., the Marxes, Charlie Chase, Laurel and Hardy, Buster Keaton, Wheeler and Woolsey, Charlie Chaplin, and Olsen and Frank Faye, Bob Burns, Jimmie Durante, Sam and Abner, Andy Devine, Harold Lloyd, W. C. Fields, Al Jolson, Jack Haley, Charles Bickford, Edgar Bergen and Jack Oakford.

Comics Bert Lahr, Mischka Auer, Billy House and Jimmy Savo are featured in the film.

Exhibs Bickering

(Continued from page 4)

up during the strike. All admitted, however, that their situations were not beyond conciliation.

Conciliation Boards

To facilitate arbitration, three conciliation boards were set up at the meeting. Each one consists of three men and is to meet one morning each week from 10:30-12 to hear any complaints. It was one of these boards that Sweigert refused to see yesterday.

Another important stop at the meeting was a vote to perpetuate the "war bond" which directed the strike for UMPTO. Despite protests that he wished to return to "private life," David Barrist, who chaired the board, was urged into retaining the post permanently.

Norman Lewis, op of several houses, in reporting back to Wednesday's meeting, declared, "Anyone who can't get a fair deal from Par now must be unfair himself. To prevent hard feelings among 6,000 other exhibs throughout the country, with whom it claims to have signed contracts, Par refused to make any set agreement on percentage pix with UMPTO as a group, but is offering what it believes are fair deals to the members as individuals."

R. A. Rosenberg, prez of Pittsburgh Allied, was at the meeting. He declared, "Exhibs throughout the country are indebted to you in Philadelphia for the fight you put up."

A wire from Arthur K. Howard, New England indie exec, was read. It said, "Have contacted Boston Paramount salesmanager. Says he has not received instructions to settle according to Philly proposal. Par during last two weeks has reduced terms substantially. Exhibs here anticipating further concessions are withholding contracts."

LUCKIES NOT 'STUDIO SHOW'

Hollywood Admen Ignore N. Y.

Concentration of network personality programs on the westcoast is proving an added headache for the ad agency p.a.'s in the New York home offices. They complain that, despite the increased expense in maintaining an appreciable staff in Hollywood, the service isn't any too helpful. Boys on the Coast pay little attention to the requests made from the New York end, and the latter admit that there isn't much they can do about it. Credits are particularly hard to get from L. A.

Home office p.a.'s say that there is still a lot of work to be done from this sector, since the columnists look to them to furnish requested material for feature stories, etc. Impression gathered by the blurbists in the local agencies is that their colleagues on the Coast engage in so much circle running that they're too befogged to keep in close contact with the other end of the company line.

New York Origination Demanded

Chesterfield Specifies Paul Whiteman Program Must Be from Manhattan

New York is specified as the origination point for the Paul Whiteman program which is to follow Hal Kemp-Alice Faye set-up for Chesterfield. Whiteman has signed a 26-week deal starting first of January next.

Meanwhile Whiteman has a contract with the Coconut Grove, Los Angeles hoofery in the Ambassador hotel, which booking must be set back.

Newell-Emmett is the Chesterfield agency.

Charged with Trying To 'Extort' Free Air Time; Defended by Crusader

Los Angeles, Nov. 9.

Robert Noble, an air speller with a modified Townsend Plan, is booked by local police on a charge of attempting to 'extort' free radio time from Station KMTR, owned by Vic Dalton.

Noble was charged originally with parading in front of the radio station without a permit, obstructing traffic, and failure to disperse when ordered to do so by police. Noble got A. Brigham Rose, who is exposing local vice conditions, as his attorney so the matter had political ramifications several ways.

More serious charge of extorting radio time is a felony.

WINDSOR ETIQUETTE TALKS CALLED OFF

Several women's programs on the radio had scheduled talks this week on what to say and how to act if suddenly confronted by the Duke or Duchess, or both, of Windsor. All called off.

Emily Post, sponsored by Florida Citrus Commission, and Kitty Barling, WHN sustainer, were among the etiquette authorities who will never be proven right or wrong.

Gordon Cooke to Chi

Chicago, Nov. 9.

Gordon Cooke, formerly of Blackett-Sample-Hummert and recently with Geyer-Cornell & Newell in New York, joins Kastor agency here in Chicago Nov. 15 as radio director.

Fills vacancy left by shift of Ed Aleshire to new Benton & Bowles Chicago agency.

Jennings, Smith in N. Y.

Bob Jennings and Frank Smith of WLW, Cincy, have been in New York for several days. Headquarters at Transamerican.

Jennings week-ended in Elmira, N. Y., to visit his mother.

Atlanta's Yiddish Program

Atlanta, Nov. 9.

Atlanta's first program in Yiddish is scheduled for Sundays over WATL.

Conducted by Mr. and Mrs. A. R. Mason.

DICK POWELL ONLY GUARANTEE

Lux, Parsons, Others Can Use Warner Talent—Lord & Thomas Agency Will Produce Program, Not Film Organization

\$15,000 DEAL

Although all details have been agreed to, signatures for the Dick Powell show had not been exchanged by press time yesterday (Tuesday) between Lord & Thomas, agency for the Lucky Strike account, and the Transamerican Broadcasting & Television Corp. Program is slated to replace the Hit Parade on the NBC-Red Dec. 1.

Price is \$15,000 net per program and for this Transamerican is obligated to deliver, in addition to Powell, a 35-piece orchestra, a vocal chorus, a girl singer, the players used in dramatic bits, the pickup engineer and a sound effects man. Account is to supply its own continuity writers and guest stars use of the Warner Bros. tag on the show is discretionary with Lucky Strike, and nothing in the contract makes it mandatory upon the film company to deliver anything but Powell from its lot.

This will not be a Warner Bros. show or compare in studio-sponsor alliance with the Metro-Maxwell House Coffee series. Arrangement between WB and Lucky Strike will not prevent such programs as Lux Theatre and Louella Parsons' Hollywood Hotel from continuing to recruit player material from the Warner lot. Chances are that the cig show will do most of its own guest culling from the ranks of other studios.

Powell's initial installment will be practically the same as the show which was auditioned for the account. L&T's Coast reps have already started to work on the make-up of the Dec. 8 session. Don Becker, Transamerican program director, will stay on with them for at least the first two periods.

WB Stops Practice

As direct result of studio tieup with ciggie outfit, order has gone out to discontinue the practice of supplying radio stations throughout the country with scripts of WB pictures. Around 25 spots have been participating in the handout. Another reason given by Warner execs is that the material has been ineptly handled in many instances, thereby reflecting discredit on the script and showing its effect at the boxoffice.

CBS FRAMES COMEDIES

Two Additions Within Week For N. Y. Advertising Agencies

On Sunday (7) and again on the day following CBS auditioned in its Radio Playhouse No. 2, N. Y., a half-hour variety program before a group of invited agency men. Talent consisted of comedians Oliver Wakefield and Teddy Hart, tenor James Melton, and Freddie Rich's orch and chorus.

Last Friday (5) Columbia ran off a second addition of another half-hour program the network is trying to sell. Harry Conn, the gag writer, made the layout in his first air actin attempt; the music is supplied by Mark Warnow.

Carefully Worded Story Made Submarine Claim, NBC Response to WOR

NBC does not believe that it violated the truth either in letter or spirit when a couple of weeks ago for a Navy Day stunt it announced 'the performance of the first short-wave reception and rebroadcast of voice from a submerged submarine' from which a cable was lowered to the submarine. In the NBC broadcast of Oct. 24 an antenna was attached to the periscope of the submarine and the voice signals were transmitted by way of that antenna. Note the careful wording of the NBC release.

More tut-tutting from the direction of WOR came to NBC this week when Johnny Johnstone wrote Wayne Randall that the NBC statement that Anna Neagle, British actress, would make her air debut Nov 14 overlooked Miss Neagle's international broadcast over Mutual on Oct. 13.

George Besse Very Ill

Chicago, Nov. 9.

George Besse, Chicago chief for Joseph Hershey McGillivray Company, seriously ill.

Confined to home.

King Bard Joins Agency

Detroit, Nov. 9.

Brace Beemer, Inc., local ad agency formed by former studio manager and 'Poet Philosopher' of WXYZ, has added King Bard, formerly with NBC and ex-consumer manager of King-Trendle interests in Grand Rapids, Mich.

R. H. Edsall has been named comptroller.

In Order to Pay Guest Talent, More Coin Necessary—Louella Parsons

When Life Is Sweet

Philadelphia, Nov. 9. Kellogg's 'Football Jamboree' was a production man's dream Oct. 30. It was being aired from WLW studios, while 700 miles away, in South Bend, Red Barber was waiting his cue to go on with Notre Dame-Navy game. Just as Barber switched on his mike, 30,000 fans went into a cheer for the Irish, which wasn't a bad intro.

Navy Band followed with 'Anchors Aweigh,' which was next skidded number by the octet on 'Jamboree' show. Just as the Navy completed it, the octet took it up without missing a beat. Whole thing was blind, with no prearranged timing.

'TALENT HUNT' OFFERED TO G.M. BY WB

Hollywood, Nov. 9.

Warner Bros. is sending Harry Maizlish and Morris Nelson to New York within the next 10 days to talk to General Motors about bankrolling a program series involving a hunt for screen talent by way of radio stations throughout the country. Maizlish is manager of WB's Los Angeles transmitter, KFWB, while Nelson is president of the Hollywood Junior Chamber of Commerce.

Nelson, who developed the idea, originally figured on having a Hollywood crew doing 13 key cities and putting on a program in each, with the weekly overhead for the whole thing coming to around \$6,000. As Warner Bros. has it mapped out the expense would come closer to \$16,000 a week.

Chamber of Commerce Juniors looked forward to getting a piece of the limelight themselves in each of the towns and at the same time protect the amateur talent by routing winners in each town to Hollywood via the Jr. C. of C., thus keeping the tappers from falling into the hands of chisellers once they reached the west coast. They also insisted that the scouted talent get round trip tickets in the event the Hollywood pickers didn't burn with the same ardor as the hometown talent appraisers.

Maizlish was tagged because of his success with 'Do You Want to Be an Actor?', while the whole idea fitted in with Warner's present policy of plugging amateur talent supported by top professional technicians.

Looking Ahead a Long Way Prophets Think They See Trend to Detroit

Detroit, Nov. 9.

To please company execs and afford homeowners a glimpse, Hudson Motors may shift at least one airing, maybe more, of its new 'Lobby Lobby' (CBS) program to Detroit in near future, it's understood. WJR probably would originate from Cadillac hotel.

Although best possible time for local airing would undoubtedly be during date of Detroit auto show, Nov. 8-13 in convention hall, it's believed motor company will not jeopardize show's growing popularity in N. Y. by moving it around too soon after hitting the ozone.

Despite fact local airing, or airings, of 'Lobby' wouldn't be the first Detroit-sponsored motor show to ex-

hibit here (Ford Evening Hour has been originating here past several years), it's construed here as maybe indicating that local motor sponsors are growing more home-town minded and that next few years may see majority of motor programs emitting from Detroit.

Stuhler's Kidney Op

William R. Stuhler, director of radio for Young & Rubicam, is at the Presbyterian hospital, New York, recovering from a kidney operation performed last Friday (5).

He is expected to be away from the office for at least six weeks.

Hollywood, Nov. 9.

Unless her weekly stipend is tilted from \$2,250 to \$5,000, Louella O. Parsons will give her notice to F. Wallis Armstrong agency, producing 'Hollywood Hotel.' Currently her fee is split three ways with Hearst employers. Additional coin, says the Hearst columnist, will be spread among her guest stars on their weekly appearances. Although ultimatum was delivered nearly two weeks ago to F. Ward Wheelock, agency chief, no word in reply has come from his office in Philadelphia.

Reported here that Miss Parsons has an offer that will pay her the amount she asks from Armstrong. From Philly drifts the word that Wheelock also has another account in mind for her, and for that reason is stalling for time until terms are reached.

No definite date has been set for the Parsons bow-out in the event the extra consignment of coin is not dispatched. Contract with the agency, which has another two years to run after Jan. 1, carries a trick clause which would afford her an easy out. Should Miss Parsons fail to deliver the picture people for the dramatic spot on the soapcast for six successive weeks, the covenant automatically cancels itself. Clause is predicated on the ground that the players continue to appear without reward other than case of tomato juice and assorted soups that goes with each appearance.

Miss Parsons is finding it increasingly difficult to line up the people she wants, as two major studios, Metro and Warners, are now closed to her program, since having their own shows. Late she has had to concentrate on two or three picture plants for her name players.

CBS EARNINGS RISE OVER '36

Net profit of Columbia Broadcasting System, Inc., and subsidiary companies increased more than \$600,000 in the first nine months this year as compared with the same period last year. Report last week showed net profit to be \$3,053,415 for the nine-month period ending Oct. 2 or \$1.79 per share against \$2,451,740 or \$1.44 a share in the first 40 weeks of 1936.

Gross income from sales rose to \$24,926,420 as compared with \$18,998,721 in the first nine-month period last year. Report showed miscellaneous income for this year to be \$59,487 against \$95,930 in 1936. Deductions for federal income tax and surtax (estimated) rose from \$500,806 in 1936 to \$650,078 this year. It was pointed out in the statement that per share earnings were based on 1,707,850 shares of \$2.50 par value stock outstanding now or to be outstanding on completion of the exchange of the old \$5 par stock.

Directors announced they had declared a cash dividend of 40c per share on both Class A and B stocks. It is payable Dec. 13. Stockholders on record Dec. 6. It also was announced that the board of directors would meet Nov. 30 to consider the payment of a special dividend.

Company has declared \$1.45 per share in dividends on both classes of stock to date this year. Columbia Broadcasting per share earnings are estimated to be running at the rate of nearly \$2.40 a share even after allowance for surtax. If the company decides not to pay this surtax, per share earnings would be greater. Which indicates a healthy extra distribution to shareholders before the end of this year.

Pauline Hopkins, scripter for WLW-Line-Nestle's 'Mad Hatterfield' grabbing a Chi week-end homecoming.

Here's One Routine How to Protect Your Radio Brainchild from Theft

Hollywood, Nov. 9. Criminal action which handed Groucho and Chico Marx a conviction and \$1,000 fine each has set every radio and motion picture studio wide awake to the dangers of any sleep-eyed piracy. Before it didn't matter if a reader dozed off and on waking believed he had thought out the idea instead of reading it.

But authors still have some hurdles to get over, and among them are these: In order to copyright a radio program, authors after having the stuff typed must take it to a printer and have at least eight copies printed. On a 15-minute program that would set the author back about \$36.

Of the eight copies, two go to the Bureau of Copyrights in Washington; two go on newstands, one is bought from there and mailed to somebody in another state; two are kept on file; one is sealed and mailed by the author to himself and never opened till the issue comes to trial; and the rest are peddled around to studios who say no dice.

A cheaper way is to get some country paper that will print anything if it doesn't have to pay for it, and give them first serial rights on the stuff. They print it and to copyright it only costs a dollar. You mail a copy of that to a stooge in some other state in order to hook a subsequent gypper under the interstate commerce laws, and then send two copies to the Library of Congress.

After that you do biz with agents, producers, talent, and even sponsors and everybody feels relaxed because there's nothing to do about the material except buy it or turn it down.

Dry Cleaners Raising Coin for Radio Show To Meet Cut-Rate Biz

Independent Cleaners and Dyers of Greater N. Y. started a drive among its 13,000 members for contributions to support a propaganda program to offset the extremely stiff competition of the cut-rate cleansing combines.

Small group wants to get \$1 weekly from each member to support a really worthwhile show on one of top indie stations. With amount of cash aimed at indies see themselves supporting a 'class' program that should get results.

All members have not been lined up yet and outfit does not want to proceed without full co-operation to insure best possible. Type of show is also in the air until dough is raised.

ANOTHER KID SHOW DROPS GOOSEPIPPLES

'Junior G-Men,' kid script show on WOR for Fischer Baking, has considerably changed its formula in the last week. Program patterns got a fright after FCC Commissioner George Henry Payne recently let off some steam about juve-appeal programs scaring the kids out of proper digestion and restful sleep.

Suspense has been removed from the 'G Men' in that each program reaches a conclusion. There are no longer worded threats, murders or chilling sound effects incorporated in the scripts.

Hummerts to London

Blackett-Sample-Hummer's extended foreign radio activities is taking Mr. and Mrs. Frank Hummert (Ann Ashurst) to London again Dec. 1 for a month or so.

Bob Goldstein, allied with them as a radio talent agent, accompanies again, as he did last time.

Balkin's Philly Repeat

Philadelphia, Nov. 9. Harry Balkin, who runs 'Success Doctor' series on New York station, starts same show on WFIL here tonight. Will be aired three times weekly from 7:30 to 7:45 p.m.

Balkin will commute between Philly and New York and use same script.

SUES TIM AND IRENE

Roger White Alleges His Stuff Still Part of Program

Roger White, program producer, has filed suit against Tim (Ryan) and Irene (Noblette), Charles Dallas Reach Agency, WOR, New York, and Mutual Network in U. S. district court, southern N. Y. district, charging copyright infringement and associated causes in connection with 'Fun in Swingtime,' program sponsored by Admirax shampoo. Plaintiff asks an injunction to restrain defendants from further acts of copyright infringement, for an accounting of profits accruing to defendants by virtue of infringement, for an order restraining Tim and Irene from continuance of alleged breach of contract, for damages against Tim and Irene, and Fred Norman, their manager, for breach of agreement with plaintiff and for damages against Charles Dallas Reach for inducing the breach of agreements.

'Fun in Swingtime' first went on WOR-Mutual a little more than 26 weeks ago with Tim and Irene, tabbed as comics and Bunny Beringan's orchestra. Roger White Productions produced the show.

After citing money and time involved in building the program described, plaintiff charges that the defendants entered an agreement, Oct. 15, whereby a broadcast known as 'Fun in Swingtime,' consisting of the similar material, pattern and artists as heretofore employed by the plaintiff, was to be produced.

Herb Sanford May Go L. A.

Herbert Sanford, B. B. D. & O. radio exec, may settle down in Hollywood after the year Agency not only has two Hollywood shows pending but it looks as though it will have two of its bands, Tommy Dorsey (Brown-Williamson) and Guy Lombardo (Bond Bread), out there on either picture or niterie assignments. In any event it will be the first time at B. B. D. & O. he has done any production or broadcasting from the film sector.

The two new programs have been under consideration by B. B. D. & O. accounts for several weeks and the agency expects at least one of them to be okayed any day.

Ruth Wentworth at KSTP

St. Paul, Nov. 9. Ruth Wentworth, original Martha Logan for Formay, Monday (1) took over the job of Polly the Shopper for KSTP, replacing Edith Sheldov who scrambled for Gotham seeking fame and fortune a la Alger.

Miss Wentworth was formerly with KFRC, San Francisco; J. Walter Thompson and N. W. Ayer.

Parodies Involve Grant of Permission

NBC Plays Safe—Midwest Relieved of Embarrassment by Music Publishers

Pontiac's one-minute announcement campaign was temporarily snagged last week when it was disclosed that Midwest Recordings, Inc., of Minneapolis, manufacturer of the transcription series, had failed to obtain the special permission required for the parodying of song lyrics. Situation, which was without precedent in the business, was adjudged through Harry Fox, gen. mgr. of the Music Publishers Protective Association.

Batch of 10 transcriptions had been scheduled for 200 stations, among them being several NBC owned and managed outlets. As is the custom of the web's local sales department, it played the records in advance. On discovering that the lyrics of the transcribed ones had been parodied for plug purposes, ASCAP Midwest weather permission to transcribe the lyrics, had been included in the manufacturing rights obtained through Fox. Midwest answered in the negative and NBC stated that

the discs would be barred from its station until such permission was obtained.

Not a Privilege

Under the copyright law the right to change either the lyrics or the melody of a number is not an integral part of the ordinary right issued by the copyright owner for manufacturing or performance purposes. Right to change from the printed version is one strictly reserved by the copyright owner.

In going back to Fox for clearance of the parody rights, Midwest found that the latter could act only with regard to the manufacturing phase and the other barrier to be hurdled had to do with permission to broadcast. Publishers whose numbers were concerned gave Midwest quick action on the middle by issuing licenses for the recording rights through Fox and advising the American Society of Composers, Authors and Publishers that it was okay for the 200 stations, if they held ASCAP licenses, to air the Pontiac parodies.



ED EAST and RALPH DUMKE
"They Sell Merchandise."—Variety Management
WILLIAM MORRIS AGENCY
New York

8 HOLD SAME WHDH JOB IN 16 MOS.

Boston, Nov. 9.

Within 16 months WHDH has had eight program directors.

In June of 1936 Lloyd Dennis' thoughts turned to love while he was program director. He married and scrambled. Kenneth Wilson, organist, was dropped into the Dennis seat, but only for a while. H. Blanche Frederickson became the Hub's first full-fledged femme program director. Her 'Betty Budget' was suffering and the station couldn't allow a program director's job to interfere with paid commercials. She juggled both jobs for three weeks.

Next on job was Fred Garrigus, a comparatively new announcer at the time. He lasted a short spell and womanhood returned with Zelma Larsson. She had been a secretary.

Edwin Otis, baritone, stepped in as program director, plus musical directorship of the station. Indications pointed to a permanent set-up. But this past summer the Yankee Colonial Networks hid him away as an announcer, and Jack Knell came program director. In addition to his jobs as chief announcer and production manager, Knell in turn switched to a production and writing berth at CBS-WEEI. Fred Garrigus then became for the second time WHDH program director. And, at the moment, he still is.

Lee Morton at WKY

Oklahoma City, Nov. 9. Lee Morton, warbler, from NBC and CBS signed by WKY to take over sustaining spot Nov. 18th.

Has already been clinched for a commercial spot with WKY to break Jan. 1st or shortly thereafter.

Buffalo Broadcasting Rivals Boycott Each Other's Talent; Tough on Actors

HORSES DON'T MIND

Hard to Shut Out Publicity-Grabbers From Social Doings

NBC Artists Service last week horned in on the Horse Show at Madison Square Garden despite the elaborate efforts of Maximilian ('Junior') Elser to scotch the outfit. Elser, publicist at the J. Walter Thompson agency, annually does a tie-and-tails p.a. job for the horsey blue-bloods' peak event of their indoor sports season.

Three Marshalls, singing act on the list at the Artists Service, can also do a bit of saddle duty, so it was figured good hallooed to ride 'em in among the azure-veined riders at the Show. Elser, last year embarrassed no end when three femmes from the Paradise niterly on Broadway not only entered a contest but actually got plumed with prizes, was determined that no show-biz publicity seekers would get caught in the Garden by a camera lens.

Elser discovered that the Marshalls were entered in a team event, and ordered that no press photos were to be permitted near them. The Artists Service edged around this edict by sending in John Baxter as a groom. Grooming wasn't Baxter's only occupation last Friday (5) when the trio trotted out their mounts, with the consequence an art spread cropped up in the N. Y. Post, showing a harmony trio vying for equestrian honors with the blue-bloods.

Vine Street Crosstalk

Hollywood, Nov. 9.

Bill Byrne, onetime L.A. radio blurring KEHE for Murray Grabhorn.

Bill Richman man in-the-streeting it for KFVD.

Dean Markham moved onto KHJ writer-producer staff after Arthur Bryan checked out.

Harrison Hollaway back on the air over KFI in weekly commentary on radio programs.

Fenton Earnshaw doing a picture gag routine on KNPC.

Bill Hatch of KNX drew the call for music spot on Jean Hershol's dramatic series.

Frances Langford east for three weeks of personals. She'll be piped in on 'Hollywood Hotel.'

Edith Black dishing out the publicity at KMPC.

Arthur Caesar taking time out from his radio scripting to hit the Yosemite gypsy trail.

Charlie Vanda back from confabing with Bill Lewis in N. Y.

Jack Stewart checked out as first aide to Carl Haverlin at KFI-KECA to join Syd Dixon's sales staff at National Broadcasting.

Doug Coulter insists he's here only to kibitz with the local Columbia crowd.

Sheilah Graham first gossipier of the new season to fall by the way-side. Campana pulled her 'Vanity Fair' hitcher-on.

Val Rossing, English tenor, gets a build on the Metro-Maxwell House show as Gilbert Russell.

Joe Penner drew a salute from Gene Inge's 'Take the Air' piece over KFWB as the best comedy turn of the week.

Kelly Anthony back from his European holiday.

Felix Mills draws the music spot on Pepsodent's 'Mickey Mouse.'

Martin Mooney under consideration for 'Gangbusters' if Phil's Lord is relieved.

Leon Schlesinger's 'Looney Tunes' being offered for radio.

Jimmie Vandiveer took his program, 'Meet Some People,' from KHJ to KFI.

Elmore Vincent Renewed

Elmore Vincent renewed by NBC Artists Bureau. Vincent, sustainer, is in Sen. Fishface and Prof. Figsbottle program on Blue Net.

Sundays from 3:30 to 4 p.m. 'Senator Fishface' (Elmore Vincent) opens at the Willow Town Hall, niterly in Lancaster, Pa., on Nov. 15, booked by the Simon agency. Partnered with 'Professor Figsbottle' (Don Johnson).

Buffalo, Nov. 9.

Mild warfare continues between stations WGR-WKBW and stations WBEW-WEEI. Latest angle has to do with hiring of free lance actors, a phase nursed along by Don Tranter, radio editor of The Times. Tranter issued a columnar blast at the policy of the two companies not to hire actors who worked on the opposing stations.

He said neither side had enough work to keep a performer going full time but that if a guy were allowed to work both sides of the street, he could make a living.

I. R. Lounsbury, executive vice president of WGR-WKBW, came back with the statement that nobody was limited to working his stations alone except such artists as were under exclusive contract at a much better than living wage.

No reply was forthcoming from WBEW-WEEI execs, but the unofficial policy there is that duplication on the air shall be avoided wherever possible. Even as between the two stations the dupes are avoided. For instance, during the World Series, WBEW took the play by play while WEEI offered all plays for listeners who couldn't tell a home run from a bowl of Wheaties. This was done although the series was available to WEEI through the Big Network.

Similar effort has been made to avoid football duplication, and theory is that station doesn't want its players sounding like somebody else's players.

Anti-duplication policy came to an even more pronounced focus when H. V. Kaltenborn came here to address a teachers' convention. WBEW's Educational Director, Ben H. Darrow, had arranged in advance to broadcast a 15-minute talk by Kaltenborn. Publicity was released and the chat was included in schedules.

But when WBEW crew arrived in the Broadway auditorium to set up for the speech, they found WKBW engineers and announcers there, too, with a mike. WBEW's said they had arranged for the broadcast. WKBW's said Kaltenborn was a Columbia artist and they wouldn't put him on the air too, being a CBS station. So WBEW packed up their equipment and went home.

In a previous similar setto, when both were on hand to air the music of Happy Felton's orchestra from Hotel Statler, WBEW had won out. WBEW, incidentally, had definitely switched from CBS and now has three sustainers a week on NBC from here.

Boake Carter's Talks With Europe's Head Men at Philco's Cost

Boake Carter will be given a four-months leave of absence with pay by Philco in 1938 so that he can tour Europe and other continents for closer understanding of national and international problems. In his travels the commentator will try to interview such figures as Mussolini, Hitler, Stalin, Premier Chamberlain of Britain and President Eduard Benes of Czechoslovakia.

H. V. Kaltenborn will likely pinchhit as he did during Carter's last vacation. It will be the first time that any sponsor has footed the bill of a commentator while on the hoof but not working.

LOTTREDGE TO KTUL; LEE IS REGIONAL TOP

Oklahoma City, Nov. 9.

Joseph W. Lee has been named to succeed Buryl Lottridge as managing director of the Oklahoma Network, and as continuing in that assignment as well as continuing in the manner of KTOK, key station of the web.

Lottridge resigned from the post in order to take over commercial management of KTUL, Tulsa, Nov. 15.

Joins Fedlar & Ryan

Elizabeth Howard is now doing dramatic-parts' casting for Fedlar & Ryan agency's programs.

Shifted over from Compton agency, where she handles the same assignment.

Radio Daffedits

London—Charles Arnold who has birth certificates and military credentials to prove he is 10½, will sing and dance for the English television.

New York City—The WLW-Line is carrying a Friday night sustainer officially billed "Don't Listen." Newspapers are generally printing the label that way in their folios. Program, a street interview series, originates on WLW.

Chicago—Tommy Bartlett of WBBM interviewed cowboy from Rodeo who admitted he was world's best roper, bronc rider, brander and steer buster. "How about bull throwing?" asked Bartlett. "Second place in that, cracked the cowboy, 'you're better than I am.'"

Washington, D. C.—Lee Everett, WMAL announcer, covering 'bee demonstration.' With portable mike. International Conference of Bee Keepers, meeting in Washington this week.

New York—Lester Gottlieb, press agent for Mutual, is officially 'Public Relations Coordinator.'

Bangor, Me.—WABJ, following G-Men killing of gangsters, dramatized the affair. Five Federal agents and their leader, Myron Gurnea, caught the program while having their dinner in a local eatery. One of the agents cracked: "So that's how it happened, eh?"

Washington—New 'lie detector' program put on in cooperation with a local theatre by WJWS. Guests of theatre were invited to visit studios and submit themselves to questions in the presence of the fib-finder.

Toronto—Back from New York where he sang over CBS, Adolph Wantroff is using his own name again. In Manhattan they tagged him 'Nicoli' Wantroff. The Adolph, they figured, might invoke anti-Nazi steam from some listeners. He's known as 'The Cossack' here.

Buffalo—Sig. Smith describes fights for WKBW. In a reverse he donned gloves and trunks and went into the ring himself with a professional pug while another mikeman, Roger Baker, told a waiting world all about it.

Philadelphia—WDAS has hired a dietician to select the phonograph records for its daily program of luncheon music.

New York City—Sustaining CBS program aimed at kids titled, 'Dear Teacher,' has had its label corrected to 'Dear Teacher.'

Philadelphia—Personal Finance sought theme song for WIP show. Office wit came up with: 'A-loan with You.'

San Antonio—WOAI, in an effort to outdo last spring's sprouting of singing mice on the ether, missed out when a 'barking spider' died in shipment en route to the station.

Macon, Ga.—Strangest commercial announcement ever carried at WMAZ, Macon, went on at noon-November 3rd:

'A fox has just escaped from M. J. Avery who asks that anyone interested in organizing a fox hunt immediately telephone him at 2402. If you have any fox or hound dogs and want to go fox hunting right now, call M. J. Avery at 2402!'

Two dog owners called immediately, the hunt was organized at high noon, and the fox recovered within 45 minutes.

Philadelphia—Gawks hanging around WDAS bother announcers at work. They tap on windows, etc. Pat Stanton has worked out a system. Pulls down the shades in an unused studio. This attracts the curious who try to peek. Meanwhile the broadcast goes on openly in another studio, unobserved.

Montreal—CKAK got a call from a listener requesting 'station never to say 'TanFan' over the ozone again. Seemed the caller has a German shepherd labeled 'TanFan,' and when the dog heard its name emitted by the loud speaker it pounced on the receiving set and mauled it into bits.

Chicago—All couches have been ordered out of WBBM-Columbia private offices. Only exceptions are those in offices occupied by v. p. and his assistant.

Philadelphia—Irene Wicker, Kellogg Singing Lady, gets fan mail which calls her Swimming Lady, Singing Lady, Sinking Lady and the Sing. Lady. But best address was 'Dear Sinning Lady.'

Shawnee, Okla.—A man's head that ticks like a clock was heard over KGGF last week in one of the most unusual broadcasts in radio history. Charles Hester, victim of an exploding shell in the World War, was present in the studio along with physicians, Red Cross officials and radio technicians.

Charlotte, N. C.—Bill Bivens conducts program over WBT called 'His Majesty, the Baby.' Opens in hospital nursery with bona fide sound effects. Interviews with new mothers and proud papas and, if properly timed, with babies right out of the delivery room.

Cliff Sleiminger Shifts To Furgason in Chicago

Chicago, Nov. 9. Cliff Sleiminger has left Chicago Transamerican office to join local staff of Furgason & Co., radio representatives.

Formerly a partner of Free & Sleiminger, now Free & Peters.

CBS OUT-SOAPS NBC AS P&G MOVES

With the debut of four Procter & Gamble shows on Columbia Jan. 3, the latter network becomes the No. 1 purveyor of soap products. Its billings from that source are expected to exceed NBC's by over \$1,000,000. Other two big soap combines, using CBS, and exclusively so, are Lever Bros. and Colgate-Palmolive-Peet.

Four quarter hours a day, except Saturday and Sunday, which P & G have cleared for, are scattered around the CBS board, namely, 9:30-9:45 a. m., 10:45-11 a. m., 2:15-2:30 p. m. and 4:30-4:45 p. m. Products plugged will be Clipso, Oxydol, Ivory Flakes, Nephys and Dettol, the last mentioned on Coast rebroadcasts only. The list of shows will be settled later.

NBC has already had its change of heart and will resuspend some of the sustaining features that were dropped a couple of weeks ago during the economy wave. Plan is to resume more of the discarded program ideas than personalities, but which of the junked shows to be favored has not been decided upon yet by the program department. Individuals, however, are not being overlooked entirely.

Junior Leaguers Of Dayton Rehearse 15 Hrs. for WLW Show

Cincinnati, Nov. 9. One of the most-rehearsed programs hitting the air via WLW and the WLW Line is that labeled Living Literature, which has a Tuesday 30-minute part in the Nation's School of the Air series.

Living Literature is a dramatization of such works as 'A Tale of Two Cities,' 'Romeo and 'Tom Sawyer' by the Junior League of Dayton, O., under direction of Martha Gowdy, formerly of the stage. The Leaguers have 15 hours of rehearsing in Dayton each week. They motor here every week for the broadcast, originating in the WLW studios. The round trip is 110 miles.

New York State Broadcasting System was given permission last week to carry the Living Literature series, which is also outlleted in New York City by WBN of the WLW Line.

Thibault, Rae With NBC
NBC Artists Service has signed Conrad Thibault and Virginia Rae on managerial pacts.

William Morris office formerly handled Thibault.

Mutual Production Triumphs Over Traffic by Repeats, Transcriptions

Setup of Mutual web at moment is such that quite a few commercial programs are having to make repeat broadcasts in order to cover the stations wanted by the sponsors. This is a production hardship.

NBC-blue stations attached to MBS cause most of the difficulty in making time available, while WOR and WLW prove an added jam-up. In view of the fact programs on CBS and NBC do one show for the east, and one for the far west later in the day if the Pacific slope gets covered, talent considers the number of stations hooked up for each exercise. On some Mutual shows the number of stations in on each of the broadcasts are so few.

Breakdown reveals:

Lou Little
(Grid gossip Friday nights for American Chile):

6:45 p. m. 4 stations
7:45 p. m. 2 stations
10:00 p. m. 3 stations

The Shadow
(Sunday afternoons for Delaware, Lackawanna and Western Coal):

4:00 p. m. 7 stations
5:30 p. m. 4 stations
Mary Jane Walsh, Nat. Brustloff
(Friday nights for Barbasol):

7:45 p. m. 7 stations

CBS Quickly Repudiates Any Link With Protest Cable Sent Toscanini

A.N.A. Gag

Gag that took big with the delegates to the recent convention of the Association of National Advertisers in Hot Springs, Va., was the reference to the Joint Committee on Radio Research as the '15 Old Men.'

It was supposed to be a jibe at the slow pace which marks the committee's deliberations and decisions.

NBC EASES UP SUSTAINERS

NBC officials admitted that they were considerably upset by the cable and their immediate reaction was to speculate on the part that Columbia had played in the incident. CBS, in turn, went to considerable pains Monday to steer clear of the finger pointing. Spokesman for CBS said that the network itself was having jurisdictional trouble.

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Oldsmobile Broadcasts From Auto Show Booth

Chicago, Nov. 9.

First time radio pick-up from an individual booth at auto show was made Saturday (6), when officials granted Oldsmobile permission to air a broadcast from their booth over WJJD between halves of football game.

Deal guaranteed that only generalities would be covered, and that Oldsmobile would not point out that their car was superior to others in any way.

Annamary Dickey on KMOX

St. Louis, Nov. 9. Annamary Dickey, Peoria, Ill., who rose from the ranks as an understudy to top roles during the 1937 Municipal Opera season in Forest Park has joined talent staff at KMOX. Set for 'Evening Serenade' Hyde Park Brewing, Sunday p. m. 30 min. local show.

Suspicion in NBC quarters that Columbia might have had something to do with a protest cable to Arturo Toscanini last week was cleared up Monday (8) when the American Radio Telegraphers Association, CIO affiliate, disclosed that it had been responsible for the message. Cable, signed by Kendall Davis, a CBS employee, protested against NBC letting out a large number of persons to make budgetary allowances for the expense entailed in Toscanini's slated series of symphonic broadcasts. ARTA scouted the suggestion that CBS might have artfully planted the stunt and explained that the reason Davis' name was included was because he is vice-president of the union's broadcast division.

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Main St. Heard From

Midwest affiliate of NBC last week asked the network whether it would be okay if the station didn't take Toscanini and instead took some dance band programs from Mutual. Outlet is located in what is rated as an urban center.

with the CIO union and that if there was a linking of interests it would logically be that of Columbia with NBC and not Columbia with the union. After NBC's suspicions were brought to CBS' attention, ARTA released a copy of the cable with Davis mentioned as the author of the protest.

Concert Angle
Cable to Toscanini makes the second embarrassing episode for NBC since it announced the tieup with the symphonic maestro. Other incident has to do with cracks made by the managers of symphonic organizations around the country about NBC picking Saturday night for the Toscanini broadcasts. Since their orchestras did their best business on Saturday nights, NBC's selection, complained these managers, threatened much damage to the cause of local symphonies.

WICKER DECCA DISCS; SINGER'S SON ABED

Philadelphia, Nov. 9. Decca yesterday released series of three discs of children's stories by Irene Wicker, Kellogg's 'Singing Lady.' Wascings carry two stories, each occupying three sides. They are the most popular of 'Singing Lady' repertoire, 'Hansel and Gretel' and 'Sleeping Beauty.'

They are exactly as aired by Miss Wicker, with piano accompaniment, but with commercials eliminated. Proceeds and rights belong entirely to Miss Wicker.

Tommy Rockwell in N. Y.

Thomas J. Rockwell, head of Rockwell-O'Keefe, arrived yesterday (Tues.) for a four-week stay in the New York office. He has been making Hollywood his quarters. Rockwell has a couple of radio shows that he wants to close on this end.

Althoff Auditions

Chicago, Nov. 9. Audition recordings of new ether script show, 'Ira Ward's Pet Shop,' was platized here last week by WGN for the local WOR sales office. Understood show is being negotiated for by national food account.

Charlie Althoff, vaude character comedian, heads the cast.

HUMPHREY'S TO MBS AFTER 6 YEARS NBC

Humphrey's Medicines is auditioning Martha and Hal and perhaps a couple other harmony teams at WOR, Newark, today (Wednesday) for a program it figures starting on Mutual within the next two weeks. Account, after six consecutive seasons on NBC, has turned to Mutual because NBC nixed the offering of Humphrey's Manual as part of the program's plug.

It was the first time that NBC had objected to this giveaway, holding that it contained medical cures and data that might not pass muster in modern scientific circles. Account went Peter deRose and May Singhi Breen, team it used for the past three seasons, to take the assignment on Mutual, but NBC taboed the offer on the ground that the duo have been identified with NBC too long. DeRose and Breen have been with the same release for 15 consecutive years.

Paul Carlisle, announcer, has joined WKRC, Cincinnati. Formerly was with WKXH, CBS station, in Shreveport, La.

DUST OFF THE TIARA

That Toscanini Event Will Be Extremely Laid-de-Dah

NBC is trying to assemble the smartest studio audience of all time for the opening (Christmas night) of the Toscanini concert. Lenox R. Lohr, NBC prez, has personally supervised the list to be invited. Angle is that plenty of NBC execs are not going to be accommodated. After the list was originally set, it was discovered some national and international celebs from the diplomatic, industrial and social worlds had been excluded. This necessitated revision of the invitation list, with the consequence NBC boys must take it.

Wm. Benton's Speech

Chicago, Nov. 9. William P. Benton, who recently switched from presidency of Benton & Bowles ad agency to become vice-president University of Chicago, to go on air Monday (15), to tell why he did it. Gets a Columbia Coast-to-Coast net at 6:30, CST.

Q. T. TALKS BETWEEN TALENT UNION, NETWORKS HELD INFORMALLY IN N. Y.

Actors Union Holds 'Last Open Meeting'—Ben Grauer Speaks for Announcers' Abuses—Federation Claims First Victory in Cincinnati

Preliminary discussions regarding wages, hours, working conditions, etc., are being held informally between heads of the American Federation of Radio Artists and various network, advertising agency and recording company officials. Understood in most cases the matter of a guild shop is tentatively agreed upon, none of the employers being inclined to oppose it.

Not known how far the negotiations have gone, but it has been definitely ascertained that views have been exchanged and in some cases verbal agreements covering certain phases of the questions involved have been reached. Idea is that when the AFRE negotiating committee gets together this week it will find some of the preliminary spadework already done. Various proposals and stipulations suggested by locals and groups in the AFRA ranks may thus be reconciled with previously agreed upon views of AFRA and network, agency, etc., executives.

Negotiating committee for the American Federation of Radio Artists will be appointed tomorrow (11) at the meeting of the organization's national board. This was revealed by Emily Holt, executive secretary of AFRA, at an open meeting held on Monday night (8) at the Victoria Hotel and attended by more than 200. Negotiations would not be begun, however, Mrs. Holt said, until everything was completely ready.

Meeting was AFRA's last open session and intended to clarify for those eligible to join the purposes of the organization. Those present were given pamphlets answering questions in regard to it. Local at the meeting that the local N. Y. organization now had 1,200 members and that an AFRA magazine would be started shortly.

First Victory

George Heller, associate secretary and treasurer, told the meeting that AFRA had won its first National Labor Relations Board case that day against WKRC, a Columbia station in Cincinnati, with the reinstatement of a fired three weeks ago for organizing activity. Mrs. Holt stated, returned to work at a salary of \$50, whereas before he was fired his salary was only \$25.

Meeting was called to order at 11 p.m. by Mark Smith, local president, who first read the new list of officers and the board. Ben Grauer, local announcer and C.P., spoke next and stated that the first meetings of announcers were held on Sunday to discuss wages and working conditions and that within a very few minutes they all realized their common problems and that abuses now existing could easily be corrected. The announcers, he stated, were ready to present to the local board what they considered a reasonable schedule.

'One thing we realized,' he declared, was the possibility of working out a system for announcers' overtime.'

Interchangeability

Henry Jaffe followed Grauer with an explanation of the rules regarding interchangeability. He pointed out that those Equity members coming in before Dec. 1 would only pay half dues, and those entering after that date would pay half initiation fee and half dues. Rulings do not apply to any one earning over \$25,000 a year. He stated that although members of the American Federation of Actors and several other organizations had not yet worked out a system of interchangeability with AFRA, letters had been sent that day (8) asking them to come in.

Question was raised by Joseph Olney asking how he happened to receive an AFRA check, a membership card that day in the mail, when he had paid no dues and signed no application, and then later in the day had received an application. George Heller stated he would have to sign the second application. Mrs. Holt explained further that in accordance with the law, this new application would certify that AFRA was the collective bargaining agent for him. Olney then pointed out that to

belong to three unions would cost \$42 a year, which he suggested would drive members toward vertical unionism and asked why not deduct part of a performer's salary and pay it to the other union in the event that he just got a spot performance. This was answered by Kenneth Thomson, who stated that the present arrangements had been worked out hurriedly in a plane en route to California. Nobody, he stated, believes that it is perfect, but the details were worked out in a short time. It was his hope that eventually everyone will hold one membership card, he stated.

He also pointed out the help that the SAG members had given the extras during the problems in Hollywood last year, and explained how the vote was taken by SAG members in support of the strike.

Margaret Spitz, a singer, spoke next and stated that she had been on the board since Sept. 1 and hardly needed to point out the necessity for organizing singers.

She was originally an AGMA member who had been transferred to AFRA. Pointed out the neces-

A Puzzler

One question asked at the AFRA meeting Monday night came from a singer. She wanted to know whether she had to join AGMA to accompany herself on the piano during her broadcasts.

sity for the organization, stating that appearing on radio programs had involved a great deal of singing for nothing, for publicity purposes, etc.

She stated that her first job in legit had been with the chorus of a Shubert show and that she was mightily thankful then for the existence of Chorus Equity. For years, she stated the longest for something of that kind in radio, and pointed out that AFRA has many advantages that the first theatrical unions didn't have.

Paid Off in Tickets

She cited the fact that singers at the Hollywood Bowl were paid \$25 for 16 performances and paid off in interchangeable tickets. Two weeks ago, she said, the Bowl closed a deal with AGMA calling for a minimum of \$15.00 per performance. Stated negotiations would come soon if everyone pulled together and urged all singers present to join.

Montreal Visit

George Heller next explained that the principal obstacle to joining AFRA was fear. He stated that he had just returned from Montreal, where there was no Wagner act to protect organization, citing, however, that 43 out of 45 persons who

attended an organization meeting had joined upon assurance that the AFM would back up AFRA.

He cited the fact that AFRA members are all members of the A. F. of L. Strike at Ford and Hardt's, he said, was an A. F. of L. matter, he stated, and ought to have AFRA members support.

Question of whether or not cutting of dues to allow interchangeability with Equity was asked with the query: 'Isn't that sacking Equity?' Reply was, 'Equity doesn't think so.' Ted de Corsia spoke next, stating he would have 'tugged at anyone who told him a year ago there would be 1,200 AFRA members in N.Y. Present job, he stated, is to get everybody into the organization, in the hope of getting an AFRA shop.

Ned Weaver explained that 80% of the preliminary committee's work was finished and there had been three phases to its deliberations. These he discussed under the heads of methods, attitude and results, stating that the latter, however, would only be taken up at the closed meetings.

Method, he stated, was complicated. Divisions were formed to include four categories: Live broadcasting, recording television experiments and special motion picture employment.

Under the first category came dramatic broadcasts, spots in variety shows, dramatized commercials, m.c.'s doubling parts, doubling parts and dramatized commercials, auditions, supernumeraries, cancelled programs, cancellations, engagements, records taken off air, voice tests, doubling at rehearsals.

Actors' Union Spoofs Frisco Radio Eds

San Francisco, Nov. 9.

Local radio scribes found the tables turned on them at the 'Actra Mix,' first social affair of the recently organized Actors' Guild chapter of the American Federation of Radio Artists, last week. High spot of the entertainment was a satire penned by George Taylor of KYA and Pat Kelly, KPBC flack, in which each of the four radio editors—Darrell Donnell of the Examiner, Claude La Belle of the News, Bob Hall of the Call-Bulletin and Herb Caen of the Chronicle—was gently ribbed in styles approximately his own.

Artists were not spared either during the all-night festivities at a downtown niterie, burlesques of their own programs and of commercials providing considerable amusement.

Whispering Eddie Scholwer, WKRC, Cincinnati, abed last week with ptomaine poisoning.

A Capella Choir, Pitch-Pipe, Replace Musicians, Copyright Staff on Show

Chicago, Nov. 9.

In a new effort to avoid any foreign entanglements with either the American Federation of Musicians or the American Society of Composers, Authors and Publishers, the local Trauttrauf & Ryan agency is setting up its 'Lem and Martha' script show on disc without either musicians or copyrighted tunes, despite fact that music has been integral portion of the program.

Through the radio department, headed by Ros Metzger, the show is using theme and incidental music sung by a capella group of warblers, started off strictly with a pitch-pipe. This choral group sings special and exclusive music written for the show by Metzger himself, who has several published tunes to his credit, overalls with the platters being sprinkled around the midwest.

HUMOROUS ODDITY

Ben Grauer Had Just Been Fictionally Engaged as Labor Racketeer

Ben Grauer, speaking at the AFRA meeting Monday night (8), informed audience he had just come from a broadcast of the Warden Lawes program. Pointed out coincidence in that he was the lair on that program and cast as a labor organizer. Later was slain for the radio audience, he said, with the assistance of other AFRA members by an AFRA sound effect man's bullet.

Cornett, McKinley Renewed
Alice Cornett and Barry McKinley have been handed 13-week renewals by CBS.
Miss Cornett is on the Coca Cola 'Song Shop' and McKinley Chevrolet's 'Romantic Rhythm.'

Friendly End to Seymour Case

Bill Seymour, WKRC, Cincinnati employee over whom AFRA made an issue and claimed a 'victory,' has been found a job in Columbia's Chicago organization at station WBBM. Columbia also owns WKRC. Boost in salary of \$20 weekly is said to primarily represent the Cincinnati-Chicago differential.

CBS stipulated in agreeing to find a place in its organization for the disputed employee that its gesture was not an admission of guilt and not to be held 'a slot on our labor record.'

Both sides spoke of each other's 'friendly, reasonable attitude.'

Discharged by KIRO, Spieler Files Charges Before Labor Board

Seattle, Nov. 9.

H. R. Langan, who claims that he was fired from KIRO by the announcing staff, is planning to join the station with the National Labor Relations Board. Copies of the charges have been served upon Sol Haas, major stockholder in the station, and Senators Homer Bone and Lewis Schwellenbach. Haas was state mgr. of President Roosevelt's last campaign, while Senator Bone was named because of his alleged affiliation with KIRO. Reason for the inclusion of Senator Schwellenbach was not made clear.

Langan stated in his complaint that he joined the union in August, organizing seven members of KIRO's staff. He said that after the station had received a letter from the union submitting proof of having a majority representation on the KIRO payroll the station's manager, H. J. Guillian talked to each employee about their union affiliation, indicating that he knew of Langan's organizing efforts.

Complaint also states that in October CIO Regional Director Richard Francis issued a statement saying that 'this is an initial effort on the part of the CIO to organize the most underpaid professional workers in the state of Washington. Broadcasting stations seem fit to take advantage of the unorganized conditions of technicians, operators, announcers and others on their staff. This opening gun will bring out in the open many things the public should know.'

UPTOWN N. Y. OFFICE FOR PANEL UNION

N. Y. Broadcast Local of the American Communications Association (ARTA) is planning to open midtown offices to facilitate its operations among radio stations in the city.

Office is now located downtown near the Battery on Bridge St. Originally it was opened as the headquarters when ARTA was concerned only with marine communications. Same office will remain downtown being centrally located for marine, point to point and the telegraph combine coverage.

Broadcast organizers see much time wasted in travelling between organization sites and homeoffice and want to eliminate that and be closer to pulse the radio industry.

DAVIS FOR D. A.

Anti-ASCAP Attorney Will Run For Seattle Prosecutor

Seattle, Nov. 9.

Kenneth Davis, attorney for numerous radio clients in this section, told VARIETY this week that he will be a candidate at the next election here for district attorney.

Davis, the sparkplug of this state's campaign against ASCAP, and very much in the middle of the pending KOL-KIRO feud and other radio matters, promises a ripsnoring campaign against Don Dewey.

Davis will campaign via radio.

Show Moves, Celebrates

San Francisco, Nov. 8.

Benny Walker's Homestead Amateur Hour has moved from the local NBC studios to the Community Playhouse in order to accommodate a larger studio audience. Playhouse seats approximately 700.

Switch to the Playhouse last week was celebrated by the sponsor and the Leon Livingston agency, which handles the tour show, with a dinner party. Host at the affair was Jack Campbell, manager of the local Legendori United Bakeries, of which Homestead is a division.

A.F.M. Seeks Pronto Deal With Waxers

American Federation of Musicians is working on a licensing agreement for transcription and phonograph record manufacturers which it hopes to 'get out to them by the end of this week. Contract entered into between the AFM and the committee representing the network affiliated stations went to press yesterday (Tuesday) and it is expected that the outlets involved will have their copies next week.

Joe Weber, AFM prez, says that the majority of transcription makers have already applied to the international for licenses. Weber also states that he has received a memo from the phonograph record group listing some of the provisions that it would like to have included in its license and asking that it be permitted to have representatives sit in on the drafting of the agreement.

AFM and the networks are still working on the wording of the contracts whereby the latter agree to spend additional sums for the employment of musicians in their originating studios during the next two years.

WFIL Takes Back Man, Second in Dispute; Four Others 'Justifiably Out'

Philadelphia, Nov. 9.

John J. Cummings, WFIL panelman, who two weeks ago was given notice of canning, was hired back by the station. He was one of two men American Communications Commission declared was fired for union activity in a formal complaint filed with the National Labor Relations Board. WFIL took him back before the board set a hearing date.

CIO union will demand a hearing in the case of Harold Bryson, the other man named, unless he is taken back, too, or given preferential rating. He is a draftsman. The two men were among six that WFIL claimed it hired to build equipment for its new studios. Don Withycomb, g. m., said they were fired only because work was completed.

Eugene Dupree, biz agent, admitted this was true of the other four men, but not of Bryson and Cummings. Attorneys for station and union have been holding series of confabs, latest one yesterday, on terms of new contract. ACA wants starting scale set at \$51. It is awaiting clean-up at WFIL to begin on WIP panelmen.

ACTORS RESUME OPEN RALLIES IN CHICAGO

Chicago, Nov. 9.

American Federation of Radio Artists back to open meeting in Chicago. All members received a letter last week announcing special rally and membership drive for this week, with a meeting scheduled for Friday (12). Asked to bring one person who is not yet a member, and promised entertainment after meeting.

AFRA has met with some criticism here for closing doors too early. Thought prevalent that prospects shouldn't have been barred so quickly just because they didn't have the 10 bucks to lay on the line.

Irna Phillips in New York

Irna Phillips, Chicago radio scriptist, arrives in New York tomorrow (Thursday) for a four-day stay. Will look in on the production of 'Road of Life' (Chippo) while in town.

SERIO-COMIC LOCAL TASTES

Chain Income from Time Sales

	1937	1936	1935	1934
January	\$3,541,999	\$2,681,895	\$2,895,037	\$2,391,667
February	\$2,995,782	\$2,714,300	\$2,756,319	\$2,211,637
March	\$3,614,283	\$3,627,873	\$3,025,308	\$2,507,890
April	\$2,771,821	\$2,741,928	\$2,682,143	\$2,373,890
May	\$2,214,819	\$2,561,720	\$2,485,211	\$2,475,173
June	\$2,002,987	\$2,223,546	\$2,390,845	\$2,177,857
July	\$2,707,450	\$2,449,583	\$2,598,935	\$1,864,420
August	\$2,784,977	\$2,422,431	\$2,021,365	\$1,725,555
September	\$2,556,581	\$2,896,637	\$2,143,217	\$1,860,166
October	\$2,333,739	\$3,696,489	\$2,779,557	\$2,775,421
Total	\$31,630,338	\$27,516,802	\$25,600,037	\$22,373,686

	1937	1936	1935	1934
January	\$2,378,620	\$1,701,023	\$1,768,949	\$1,405,948
February	\$2,264,317	\$1,900,146	\$1,654,401	\$1,387,823
March	\$2,559,716	\$2,172,332	\$1,829,551	\$1,524,904
April	\$2,596,238	\$1,950,939	\$1,615,389	\$1,371,601
May	\$2,552,374	\$1,749,517	\$1,287,455	\$1,255,887
June	\$2,476,578	\$1,502,768	\$1,066,729	\$925,359
July	\$1,968,412	\$1,292,778	\$1,100,470	\$820,590
August	\$1,955,230	\$1,235,388	\$870,919	\$513,315
September	\$2,028,585	\$1,838,932	\$1,086,900	\$700,491
October	\$2,564,259	\$2,754,892	\$1,930,512	\$1,752,601
Total	\$23,564,377	\$13,304,872	\$14,029,437	\$11,458,799

MUTUAL

	1937	1936
January	\$187,362	\$160,206
February	262,038	152,064
March	212,861	101,483
April	167,590	137,834
May	133,431	123,997
June	89,136	104,510
July	84,262	109,561
August	79,555	122,665
September	119,210	108,919
October	206,194	271,629
Total	\$1,491,789	\$1,554,338

Politics of October, 1936, Emphasized By NBC, CBS, Mutual in Analyses

Statistical departments of all three networks resorted to the deduction routine in reporting the income from time sales for the month of October. Following NBC's cue, Columbia and Mutual softened the impact of the drop of last month's revenue as compared to October, 1936, by pointing out that the latter figures wouldn't look so bad if the abnormal billings derived from political and world series broadcasts in 1936 were emphasized in considering October, 1937.

CBS piled up \$2,564,259 from the sale of time last month but this was 6.9% less than the recorded total for the previous October of \$2,754,892. By deducting the \$505,109 taken in the previous October from politics and \$148,696 from the world series, this October's figure would represent an increase of 22%. With the recorded October, '36, total included, Columbia is still 27.5% ahead on the comparison of the first 10 months of this year with the like stretch for '36.

Mutual's \$206,194 for last month is 14.7% less than the recorded \$271,629 of October, '36. With the \$69,623 taken in the latter month from politics extracted, this week would be 21% to the good on the comparison of the two periods.

Dealers' Special Programs

Knoxville, Nov. 9.
WNOX overcame the lack of spot and a. b. placed this year by automotive accounts by getting the local dealers heated up to a purely local idea of air advertising.

During the Auto Show in New York, which introduced the new models, the station lined up the local Chevrolet dealer for five remotes from his show-room floor using station talent, two of the broadcasts being 30-min. shows, two 15-min. shows, and one ran an hour. Local Dodge and Plymouth dealer went for three remotes from his show-room, also.

Jack Hollister, sports announcer for KDKA, Pittsburgh, operating a publicity bureau in that city with Jim Hughes, former aviation editor of Pittsburgh Press.

Don Higgins Off CBS

Donald Higgins is out as acting director of Columbia network press department. Exit occurred Monday. Luther J. Reed is pinching until successor is appointed.

Higgins has no plans. May start a private practice biz.

Mrs. Don Becker's Op

Cincinnati, Nov. 9.
Florence Golden, wife of Don Becker of Transamerican and who plays in 'Mary Sothern' script show on CBS and WLW, recovering at Good Samaritan Hospital from major operation performed Sunday.

Couple rushed here by plane Saturday from New York.

Dunc Macpherson In Frisco

San Francisco, Nov. 9.
Duncan Macpherson's radio program, 'The Golf Clinic,' originally set for a KFRC debut last Thursday (4), hopped to KYA in a last-minute switch and is now being aired two nights a week over the local Hearst outlet. Macpherson recently completed a series of radio broadcasts over a Chicago station.

STATIONS STRESS SWING, PACIFISM

Latest Trends in Local Program-Building Still Find Stunt Staff Prominent—Brainteasers and Audience Participation Liked

DIRECTORY DATA

Novelty—which started a bull market in local station programming a year ago—is today still the ace-in-the-hole of the local stations' production department. This is evident in a new survey of 1,090 radio programs just completed by the Variety Radio Directory. But novelty, frequently a misnomer for out-and-out daffodils, isn't the only new trend. Specifically, the 1937 fall local programs incorporate four new angles, all of which, of course, are superimposed atop the old reliable strata of morning clocks, weather men, trios, discs, and similar accoutrements as important to a local station as a flash act to vaude.

1937 local programming is hitting on the following four new cylinders:

(1) Swing music—and lots of it.
(2) Hawaiian music, with a sprinkling of such other exotically-tinted full-tempoed cleffage as rhumba, Spanish, etc.

(3) Test-your-knowledge stanzas.
(4) War and peace forums.

Especially strong is swing music and the brain-teaser stuff. While this fare isn't exactly new to the waves, it takes a while for it to soak into the bi-racial. At any rate, virtually every local station today has at least one stanza giving out white hot pop music, and frequently under white hot program titles.

Brain-teaser angle is also surefire. Prof. Quiz has a thousand colleagues (one of whom is labeled 'Dr. Query'). Other deviations are 'Try and Stump Us' stanzas, 'What Do You Know?' bees, etc. This vogue is now at its crest, and may possibly soon recede after such a terrific lambasting, just as the amateur hour did.

On the other hand, such a predilection has its dangers. The man-on-the-street band, for instance, is just as bad an epidemic of imitations and is still rambling on. It's got to the point where some stations have a man-under-the-table, and a woman-in-the-bathtub. As long as production costs on these things continue to hover near zero, the local station will continue to use 'em.

Kids Like Swing

Hawaiian music (that goes for swing, too) may be said to be something of a surprise locally. Swing, an ultra-ultra form of melody assassination—would ordinarily not be suspected of intriguing the old home-town to any considerable extent. Yet it patently has, and possibly set to the juve element. Similarly Hawaiian music revival has caught on locally, though at first only the conscious of pop music noted the refinements of it. The local station, in the case of Hawaiian music, was

(Continued on page 40)

Labor Station Curbs Union Orators; Self-Improvement at WCFL, Chi

More Radio News

Of interest to radio performers is a story on revision of the Associated Actors and Artists of America constitution, in the next section of this issue.

News of the annual Writers Guild meeting is included in another story in the picture section on page 5.

Chicago, Nov. 9.

New regime for WCFL under Maynard Marquardt as general manager, and Mel Wolens as sales manager gives station an almost completely new set-up in program policy, and while still owned and operated by American Federation of Labor, the new regime prevents labor interference.

Former policy allowed almost any labor leader to come up at any time to air his thoughts, any commercial or sustaining program scheduled notwithstanding. At present time Marquardt and Wolens have been guaranteed that they are to have absolute freedom in scheduling such programs, and will not be dictated to by anyone.

To that end they've put both the commercial and program departments on a business basis. First step was to inaugurate a non-foreign language program policy. Formerly station's income on such shows amounted to some \$35,000 annually, but at present time all have been pushed off the air excepting one, and that one will not be renewed when it expires.

While new set-up will not affect the rule forbidding WCFL taking accounts of firms which are notably anti-labor, the type merchandise to be plugged by station will be in a higher bracket class than formerly. No rigid rule has been established, but station is staying away from medicines, laxatives, liquor accounts, as well as those which smack of the three-for-one idea.

Much of station's revenue heretofore has been derived from spot announcements, but those, too, have been eliminated except for three participating periods, and for time and weather signals. Even in the latter, announcements have been clipped to a minimum number of words.

In order that the broadcast of civic events doesn't slip them into the same rut that labor speeches had them, very few talks will be aired; in almost every case the stuff will be dramatized and acted by professionals.

This using of professionals is a new thing to station, which, since its inception, has relied upon non-paid amateurs or semi-professionals, excluding instrumentalists. Organizational actors have station to point where it almost has to use paid talent now, aside from any policy which might have been stirred.

So far the upping of standards has not run the station in the red, although both Marquardt and Wolens said that they were prepared for it to do so for a while, rather than to go back to the old policy of anything going so long as it was usual.

Rates have been increased 10%, justified by executive claiming a higher standard, a new merchandising service (to union locals by mailing lists), and the fact that the station is taking 5 1/4 hours a day NBC sustaining stuff.

ZENITH SHOW SHIFTS; COLWELL TO CHI

Chicago, Nov. 9.

First move in the hypno: being given the Zenith Radio account by its newly acquired agency, J. Walter Thompson, is to switch program from NBC-Blue to a Columbia coast-to-coast net. Change to take effect beginning Dec. 5, and show will be aired at same hour now heard on NBC.

Agency building up exploitation, Meeting held last Thursday (5) considered addition of weekly guest talent of celebrities telling their psychic experience.

Tompson's New York office last week delegated Robert Colwell, now one of its copy chiefs and formerly head radio scribbler, to look the show over in Chicago with a view to developing some new ideas for it.

Ghost of C.I.O. Seen By Broadcasters In New York Local's 'If' Proviso

New York broadcasters are both puzzled and disturbed by one of the clauses which Local 802 has included in its new contract. This clause, which is without precedent in an agreement between the union and a station, provides that if for any reason Local 802 ceases to be in the good standing of the American Federation of Musicians the contract shall become null and void.

Although the New York musicians' union describes this clause as 'just one of those routine matters,' the

broadcasters are wondering whether its insertion forebodes the possibility of a schism. Interpretation in the broadcaster camp is twofold; one is that the AFM had ordered that it be put in to forestall Local 802 having iron-bound commitments in the event the local swung over to the CIO, while the other view is that the New York local itself wants to use this clause as a way out of the obligation should the Local 802 membership vote to split away from the AFM, as happened 17 years ago.

An AFM official, questioned Monday (8) on the significance of the clause, said that the broadcasters were giving themselves up to a lot of unnecessary worry. Any contract, he explained, that a local enters into with a station must contain a clause assuring the exclusive employment of AFM members, and that as long as this provision is carried out the station will always stand behind the agreement and see that the employer is protected from attempted violations or walkouts.

Metro's Maxwell House Air Show In So-So Debut but Promises More

By BOB LANDRY

There is more than a radio program in this collaboration of Metro-Goldwyn-Mayer and General Foods (Maxwell House Coffee).

There is historic significance. For on Nov. 4, 1937, a film studio boldly embraced as brother its erstwhile box office foe radio. And, simultaneously, the sales technique of modern branded-article merchandising frankly went the whole distance, unabashed, into the deep miasms of theatricalism.

Louis B. Mayer, the showman, symbolically presented C. M. Chester, the super-grocer, with a master key to the front gate of the MGM lot.

Mayer by that act put the weight of his authority and prestige on the side of radio's capacity to help sell motion pictures in general, and his own line of them in particular. By implication he pooh-poohed as irrelevant and petty all objections that radio keeps people at home and away from the box office. He became the foremost champion of the theory that pictures should use and exploit rather than condemn and avert commercial broadcasting.

C. M. Chester on his part knowingly runs the risk of bankrupting (\$25,000 weekly for talent end) somebody else's party, openly endorsing the value in terms of radio listener circulation of borrowing Metro stars, Metro glamor, Metro music, Metro material.

Essentially, 'Good News of 1938' represents (as its first performance) three broad generalizations in a radio advertising sense:

1. It carries the guest star principle to its furthest possible extreme.
2. It becomes the chief monument of the 'Hollywood trend' in the pervading influence of the broadcast season of 1937-38.
3. It was the latest excursion of big biz into big money radio production.

Here is a program that is as full of shop talk as *Variety*; as loaded with credits as a press book; that deals in multiples of stars; that dreams, dreams and mirrors picture-making; that magnifies 'personal appearance' whoopea ad infinitum; that relies wholly upon the glamor of Hollywood, built up in story, in fabulism and the legends of the decades.

Superficially it might be said that the program, structurally, resembles the 'Hollywood Hotel' which was directed by Bill Bacher, who now is a Metro stalwart. Revue-type procession of personalities comes first. Then there is a review of the next-to-closing stretch. Yet this in no wise summarizes the program.

Of the first sample it was assuredly true that comedy was entirely missing. There was nothing to laugh at. That perhaps was intentional; the getaway was an occasion in and of itself, and by virtue of the array of names and the mingled buzz of Metro was going on the air, and (b) the 'Show Boat' (Benton & Bowles), radio veteran, was being replaced after the war by a younger and, ironically, his former colleagues.

Dignity was appropriate enough for the starter. Bacher must know that comedy was not to be omitted. But Ted Healey and Fanny Brice are booked for the second installment. So that's that already. There is much to be said for what is needed is 'warmth.' The show was cold. No one personality stood forth. There was, if anything, an embarrassing lack of personality.

Stated in so many words as the official intention and exemplified in practice the Metro-Maxwell hour undertakes to give glimpses of the factory life of the film industry. It mentally paints the Metro lot as a small city with numbered streets, armies of technicians, laborers, etc., among whom walk the big names and the big laughs of the screen. Robert Z. Leonard doing the m.c. for the first broadcast leads the auditor in and out of such places as production room, rehearsal, play, cutting cubicles, etc. On the way he cheerily hails Joan Crawford, etc., in passing.

This is all okay with the possible warning that the line of demarcation between the play-within-a-play (via the supposed reproduction of a sound track from some film) can easily stir confusion in the parlor listener. There were no foggy moments in the first quarter hour.

First program delivered Jeannette MacDonald (with a credit to Vick's, her regular sponsor) and Alan Jones (with a credit to the 'Firefly' which compares to 'Hollywood Hotel' in potentialities as a b.o. play). Eleanor Powell, George Murphy, Guy Lombardo, and Buddy Ebsen, and Igor Gorin. That's guest-starring by platoons. To heighten the name illusion even further, the program cleverly borrowed, from the 'Hollywood Hotel' Melody, a sequence using Sophie Tucker in nostalgic vein. Recalling

great days and great entertainers of Broadway, famous names were called out. Irene Franklin, Gus Edwards and Trixie Friganza gave a quickie sample in person. Others were mentioned. Eva Tanganyika was saluted, said to be listening to the program in her Hollywood home. Grace LaRue, Frankie Bailey, Truly Shattuck, Ann Pennington were some of the real persons catalogued. And undoubtedly many listeners thought them all present at the broadcast.

Miss Tucker, for herself, brought in mentions of Isham Jones, Gus Arnheim and Richard Himber as associated with her at the old Reisenweber's.

It was a program that banded people's tags freely. There was reference to Douglas Shearer; another to Harry Ransom. Dave Gould was identified stomping out the tempo for dancing girls. Announcer Ted Pearson got billing, and at the final 10 seconds Bill Bacher was made known to the populace. Musically the show was in sure hands (Meredith Willson).

Maxwell House Coffee itself should be acknowledged for the preview program. That, again, is probably a permitted omission of the first program. Maxwell, it is said, must double its sales to justify this expense. Which is plenty of distance to go.

While the first program packed in a lot of name power and must have had plenty of curious listeners, it alone, its comedy lack and a certain coldness need to be overcome to hold the promise.

It is a pleasantly amazing from a trade standpoint that the Metro-Maxwell program is now a reality. A couple of years ago Louis K. Sidis, the Washington and the William Morris agency were not expected to succeed when the whole proposition first was germinated.

Program his New York at 9-10 p.m. over the NBC red, WEA's with the Loew-Metro station, WHN, also carrying it. Benton & Bowles is the agency for Maxwell branch of General Foods.

Program had one amusing failure—the roar of Leo the Lion was an unintelligible peep-squeak.

'GETTING THE MOST OUT OF LIFE'

With Dr. William L. Stidger, New England Singers, Francis Cronin
Inspirational Talk, Music
15 Mins.—Regional
SISLERMAN'S YEAST
Mon-Fri, 12 noon
WICC, Bridgeport
(J. Walter Thompson)

Assuming adequate quota of listeners can knock off at high noon weekdays, it would appear that Standard Brands has got something here. Common-sense delivery of inspirational looms as a potential trend this season. BBDO's has announced to begin the next month on NBC Blue with Dr. Karl Reiland. Probably sponsors figure that if books can do it and radio can't, why not radio?

Dr. William L. Stidger, 'Getting the Most Out of Life' is currently regional, led by WNAC, Boston, to 15 New England outlets. Preacher is the most recent in a series of lectures and authoring. He knows how to unbend and talk straight at his audience in constantly friendly, helpful manner.

Offers formula for finding happiness and gives tidy examples to back up advice. Sounds good and—again—provided listener is able to concentrate, ought to gain his point. General attitude effect makes it jake for getting over yeast bluffs. Good healthy's always a keystone of happiness.

Quasi-religious music supplied by New England Singers, directed by James R. Houghton of Boston university, and Francis Cronin, Yankee net consoler. Elem.

CASA LOMA ORCHESTRA

Transcriptions
15 Mins.—Local
OLDSMOBILE
WGY, Schenectady

(D. P. Brothier)
Glen Gray's unit zooms along the path of swing on 'The Merry Oldsmobile' at station. Discs are in the early evening. Discs are zippy, except when throttled down for a romantic number, vocalized by Kenny Sargeant.

Usual pace is so fast that waxers probably have the strongest pull for listeners under 40. For older folks the most restful interlude comes with the dreamy selector by Sargeant. Might have been wise to mix a little more of the sweet with the swing, unless sponsors reasons that its principle tone for the 1938 models is among younger people.

Advertising is somewhat tethered, as automobile platters go. Another way of having the spots twice and station man backs briefly at sign-off. Jaco.

JEAN HERSHOLT
'Dr. Paul Christian' with Rosemary
Camp, Marie Cannel, Gale
Gordon
Dramatic
30 Mins.
CHESAUBOROUGH VASELINE
Sunday, Nov. 7, 2:30 p.m.
WABC-CBS, New York
(McCann-Erickson)

Jean Hersholt makes a convincing family doctor for the air in this program. The series was so weak the production sounded amateurish. Nobody would tune in on the middle of this one and if the handling doesn't improve, the series are going to stick to the end of futures.

Series will deal with the life of a country doctor in 'River's End,' a mythical midwest town. Program originates from KNX in Hollywood, with Hersholt, according to the announcer, loaned to the program by 20th-Fox.

How had the doc calling on patients in an old rattletap car. Each time he finished a call, it sounded as though he took off in an airplane. One of the characters who will run through the series is a hypochondriac, Mrs. Withers, played by Marie Cannel. Judy, the secretary, is played by Rosemary de Camp. Gist of this one had the doc doing a rush appendix slice on his guide's son while on vacash, using only kitchen cutlery.

RICHARD HIMBER'S ORCH.
With Stuart Allen, Alice Marion,
and the Basil Ruysdael.
'Melody Fuzzles'
30 Mins.
LUCKY STRIKE
Tuesday, 8 p.m.
WOR, New York
(Lord & Thomas)

American Tobacco has brought out an idea that got its broadcast bairn, Fred Uital, on the regional web. Dressed up with an added trill or two, program is being tested on WOR.

Lee called its idea 'Script-teasers,' which was scheduled for use in this campaign, but mixed shortly before premiere because the agency considered it likely to connote burlesque in the minds of the listeners.

Whole thought is an elaboration of the pet broadcasting formula of American Tobacco prexy, George Corbett. Hill Bore each pop song rendition by the orch, a playlet of one or two minutes' duration is performed, and either the lines or some situation in each act is the subject of a musical number. Musical numbers are chosen from the audience, and these in rotation are quizzed on what title has been suggested. A winner rules, and the music and a carton of Luckies. If all ten trip up, the sponsor keeps his prizes.

Of course, there are 'ifs' in this. The program is packed with humorously twisted music-up lines, and each tipped song-title must be sufficiently well recalled. If these terms were each taken care of on the initial broadcast (2), and those the program had a lustre and an interesting tugging quality.

It is wisely preserved, also, which is important. Himmer's suave aggregation inevitably lost some of its usual suaveness, occasioned by the winner rules, and the music still to be played. Stuart Allen and Alice Marion were both strong on the vocal.

Timing and clarifying the contests is no easy job, but Fred Uital did those duties deftly. Uital took short cuts, his copy was crisp, and his music was marvelously painless. Basil Ruysdael tramped the plugs.

Also tied up is a contest in which the listeners can participate. They must write down the titles of the song titles are suggested. Bert.

FRANK E. MULLEN

10 Mins.—Local
WGY, Schenectady

Frank E. Mullen, RCA's director of promotion, in a 10-minute talk on the 12th anniversary of WGY's Farm Forum, ranged over the field of radio, especially on the agricultural end, from the pioneer to the present. He said that much still to be achieved, and crossed into the territory of economics, for pointed comment on current business recession.

Adapt was a good idea. Mullen has a clear, firm voice, though for loudspeaker reception, he sometimes presses too much a slight sharpness of tone resulting.

Erson Marnham, chairman of General Electric's Farm Forum for 10 years, and Ed. W. Mitchell, answer him for nine years, joshed a bit about their long service. Outside of this and of Mullen's address, there was no indication that the half-hour had reached another milestone. Jaco.

'WALTZ INTERLUDE'

With Ernest Gill, George Nixon
Sustaining
Wednesday, 10:30 p.m.
WJZ-NBC, New York

This is a half-hour of oopereetta familiar to the silent listener throughout. It originates in San Francisco. George Nixon has a voice of exceptional warmth and beauty and the tone he holds at the end of plenty of professional ecclat. Dictation also good.

One of those never-heard-of suggestions that the sponsor should let what they usually can't get on commercials. Land.

Hollywood Recognizes Air Socially; No Sweat Shirts Worn at Premiere

By JACK HELLMAN

Hollywood, Nov. 9

Radio first nighting for and in Hollywood reached its all-time high for the Metro-Maxwell premiere broadcast. El Capitan theatre, across the tracks from Grauman's Chinese, where Metro debilitated its studio colossal, was thick with radio and film celebs. Bill Bacher, the crowd-needled bard, showed up tuxed up and fresh from the tonsorialist. It was that classy.

Bacher did his usual Stokowski act in front of the company. There was even a special gadget for him to lean on. For some reason or other, MG execs nixed any sidewalk ceremony. Pic premiere effects were missing and the only outward evidence of the class layout indoors was the omnipresence of wing-collared attendants to greet arriving studio biggies and lend an arm to debouching ladies from sleek limousines. A huge banner hung above the marquee to mark the spot.

One like the picture there was grandeur for the orbs. Up to five minutes before broadcast time a full stage curtain hung, a sombre scenic effect representing the big front gate to the Culver City studio. At each wing was a Negro pouring Maxwell House coffee from a percolator.

Lights up revealed a setting like a Norma Shearer interior. Tastefully and with an arty flourish the MG set builders turned out a replica of the Maxwell House living room, with chandeliers and all the other Dixie embellishments. At least that's how it struck the mob, who knew no more about southern aristocracy than the tin panners who write about down south. I looked like the McCoy and an eyeful. Few holders gave it a big endorsement via mits.

No Sweat Shirts

Although engraved invites were mailed out to the 1,542 guests, which carried the broad hint that it would be a dress up affair, only a few poured into formal habiliments. Still sweat shirts and turtle-necked sweaters were missing so it does begin to look like radio has the sartorial edge on pic first nights.

After the broadcast the folks were invited downstairs for a sip of MH java and a hunk of cake. Colby Chester, chairman of General Foods, had the 'inner circle' over to a cocktail party for moderate libation and a toast to the new opus. If the opening wasn't as colossal as expected, at least the key Louis B. Mayer gave Chester was, and to boot had a blue ribbon festooned about its handle.

Over all, 'twas a big night in radio for the local mob. Every agency was represented by its producers and writers. John U. Reber gathered his underlings about him at the J. Walter Thompson office for a peek at the set. Comments on the show ran well past midnight. Understood that the bones were picked clean. Other agency worthies repaired to various and sundry boulevard spots for a summation of what they'd seen and heard.

Bacher used 12 channels at broadcast which is most ever used on Coast. Doug Shearer's sound 'track of the first broadcast is being mailed to Benton and Bowles and General Foods execs as souvenirs.

'THIS IS MY STORY'

With Carl Nelson, the Mummies
Dramas
30 Mins.—Local
Sustaining
Saturday, 1 p.m.
WJB, Detroit

One of a series of shows WJB is inaugurating to bang up Saturday afternoon bracket, usually a lotta cats and dogs in the off-sport seasons. Although current grid season'll run through another two weeks, station is jumping the gun to get things in order when Saturday afternoon games are over.

Half-hour shows, covering behind-scenes picture of local industry and persons in these parts who've done something of import, is brainchild of Eric Howlett, WJB's program director. To get a wide range, mike has been taken into homes and, in event remote control airings are possible, station's mobile recording unit will put particular program on wax for use later.

Opening shot concerned Sidney Corbett, ex-auto mogul here, penned book in Detroit hospital, where he's been confined past four years with paralysis. After short musical introduction, show shifted to Henry Ford hospital, where Spieler Carl Nelson interviewed Corbett on past and book. Program then shifted to WJB studios, where Charles Penman's Mummies dramatized part of novel.

Well done. Initial show ran couple minutes short. Pete.

'PEOPLE YOU KNOW'

With Mowry Lowe, Archie Maxfield
30 Mins.—Local
J. A. FOSTER CO.
Sunday, 3 p.m.
WEAN, Providence

Carbon of many similar programs. Broadcasting is done from the lobby of the Strand theatre, but so far it hasn't attracted much attention. Two men handle the job of interviewing, popping questions meant to trip the subject being questioned. Mowry Lowe, an old hand at this sort of stuff, is assisted by Archie Maxfield.

This type of program depends upon the quality of the material. So far only one or two really interesting persons have been heard. Commercial plugging is handled with finesse. Enjoys the presence of the J. A. Foster Co. prominent newsmen in Providence, is worked in the program. The Foster man tells of his work and the kind of merchandise sold at the store.

Sponsor gives five watches away every week for best letters received on 'Why I Like to Shop at Foster's.' Each person called before the mike is given a cigarette lighter as a gift. Marc.

ALEXANDER SMALENS ORCH.

With Carolyn Urbanek
Dramas
30 Mins.—Local
SEALST
Sunday, 10 p.m.
WEAN-NBC, New York

Sealst has had much difficulty deciding on what type of program fits its requirements. Since late last winter, account has switched from the usual warbly to a pop variety show headed by Jimmy Melton to the present layout.

There is considerable doubt if this latest idea is the answer. It offers Smalen's orchestra and a weekly 'rising star' guest. Unfortunately, listeners who dote on the musical masterpieces, at least entertainment type, which appeals to the intellect, may be satiated by the time the Sealst program gets its inning on Sunday evenings. Two solid hours are provided by the general Motors and programs.

Following those solid slices of symphonic and concert stuff, Sealst has much to offer. Using guests as yet unestablished in the large public mind is hard to do and do successfully when following the two most famous shows which have tied up the big-name concert performers. Caught (?) the layout wasn't very smart. Lvric soprano Carolyn Urbanek (she was on for Ford last year on the now rhythmic 'Universal Rhythm' program) sang a pair of arias, but she was permitted to dovetail them and very early on the show.

A large mixed choral group, directed by Eugene Fuerst, had nothing to do save through several closing minutes when coloring the orch through a medley from Bizet's 'Carmen'.

What credit goes to the program goes to able conductor Smalen's; his handling of his end of the program is very good. Bert.

'BEHIND PRISON BARS'

With Warden Lewis E. Laws
30 Mins.
SLOAN'S LINIMENT
WJZ-NBC, New York

Yarn heard previously was an attempt to cash in on interest in labor racketeering following Dewey's campaign blast in N. Y. mayoralty campaign. The show was backed up by neat scripting, direction and acting by New York radio folks.

Laws explained that usual question asked of a prisoner was 'How would he be eliminated while he answered an interrogatory letter, asking "is it impossible to have labor unions without racketeers?"' Both for and against the labor union pains to explain that labor unionism did not necessarily mean racket operations. Then he brought forth from his desk a prisoner's experience to illustrate his point. Wear.

7

Here and There

Municipal radio station KADH, Mangum, Okla., will be constructed sometime during the next six months, Raymond Willis, city manager, has announced.

Quin Ryan and Leslie Atlas among the subscription first-niters for the Theatre Guild season in Chi.

John Blair to Los Angeles to con-fab on the new Don Lee set-up.

John Brooks returned to NBC-Red Oct. 6 as sustainer after couple of weeks absence.

John New, commercial chief at WTAR, Norfolk, back at desk after circuit of ad agencies in the Carolinas to drum up biz.

'Bunkhouse Bill,' comic, has left WIBW, Topeka, to join KFEQ, St. Joseph, Mo.

WBIG, Greensboro, N. C., putting on a three weekly noon-time program, 'The Dinner Bell,' which acquaints the rural listeners with market quotations, farm news and prices as well as music.

Bryant Publicity Service now handling ballyhoo for WSAR, Fall River, Mass.

Marilyn Chickman, Syracuse half-back, much in the headlines this season, airs every Thursday night on WSYR, Syracuse, in an informal chat on football.

Dorothy Del Marr, vaudeville and WMCA singer, now on staff of WJJD, Chicago.

Frank Steele, radio head McJunkin, Chicago, at work developing new show for Princess Pat.

Georges Miquelle, first cellist with Detroit Symph, now appearing with concert orchestra at WWJ, Detroit.

Wayman W. Cameron, ex-'Vic and Sade' announcer, joins staff at WKYZ, Detroit.

Charlie Storré making new one-hour show, 'WJBK Chanivari,' over WJBK, Detroit.

Barbara Terrell, of 'Behind Red Lights,' has joined the Heinz Magazine of the Air troupe over CBS.

Eugene Conley, WEEI, Boston,

tenor, off to WWJ, Detroit, as staff artist.

Jack Knell, WHDH Program Director, switches to a writing and production berth at CBS-WEEI, Boston.

Yankee web's Andy Jacobson and this orch with tenor Adrian O'Brien, set for the annual Armistice Day Ball at Framingham, Mass., Nov. 11.

Terry O'Toole, Irish singer, Bobby Norris, fiddler, and Francis J. Cronin, Yankee organist, started a new commercial on WAAB, Boston.

Ferry Lafferty doubling as announcer and staff pianist at WBRY, New Haven studios.

Charles Richards, former heavy with Guy Hedlund's drama troupe at WTIC, Hartford, now emceeing at NBC Radio City headquarters.

NBC's collection of more than 200 pictures of stars on display for a week at Dunn-Taft store in Columbus. Getting good play partly due to fact most were made by Ray Lee Jackson, former Columbus boy.

Adrian Samish has quit the program production staff of Arthur Kudner, Inc., to work for Young & Rubicam. His assignment at Y & R is the 'We the People' show, serving as producing assistant to Hubbell Robinson, Jr.

Joe Bell has returned as announcer-scoreskeeper for Jim McWilliams on Uncle Jim's Question Bee, NBC commercial. Carleton Young handled the assignment for several months.

Morton Blender back at WCQP, Boston, after free lancing on WCFL, Chicago.

Bill Wyane, formerly of WOKO-WABY, Albany, now with the WBZ-WBZA, Boston.

Bradley Kincaid back on WBZ-WBZA, Boston, after a year's absence.

Daniel C. Park follows John N. Hinchey on KYW, Philly, sales staff. Formerly with Hunt Brothers & Raisin, Philly ad agency.

Jimmy Jones, WGH, Newport News, Va., pianist, new job with

Crump's Idea

In Forum is a letter from William H. Rankin, Jr., in charge of radio for the Rankin agency, which has a Hollywood gossip column on the air. This agency sets forth its 'constructive' attitude on film chatter as voiced by its Owen Crump for the Clairrol show.

WJSV, Washington, as an artist on CBS Dixie Network program and regular local program.

'Red' Reynolds, CBS promotion manager, working on new ideas for station promotion at WJSV, Washington.

A. D. Whitard, Jr., manager of WJSV, Washington, teaching school at the newly formed Radio School of the University of Maryland.

Ruth Brine of WBBM, Chicago, to do 'Women Who Made Good' series for Evans Pur.

Ted Kimball, formerly of WMAL-WRC, Washington, joined spicing staff of KYDL, Salt Lake City. Is great grandson of Brigham Young.

Elwyn Quisen doing a 6:30-7:00 a.m. daily half hour, 'Sons of Pioneers' shot on KYDL, NBC, Salt Lake City outlet. Musical with weather, farming, livestock data.

Carl Hohengarten to be known as Carl Garden when he takes over midwestern musical directorship for Columbia next month.

Tammy Bullis assigned to spicing on Wrigley's 'Poetic Melodies,' originating at WBBM, Chicago, for Columbia coverage.

BNI Farley handling Saturday Jamboree at WELI, New Haven, with Stewart Agate, Don Abels and Frank Adams assisting.

Pick Malone, of the Molasses and January radio comedy team, has purchased a farm at Fern Edwain, in Northern New York.

KTOX, Oklahoma City: has football games of 'Clasien and Capitol Hill' highschools, locally sponsored.

Janice Bell, singer from WHIO, Dayton, O., has joined staff of WWSW, Pittsburgh.

* Daughter, 9, of Norman Twigger, newscaster at WCAE, Pittsburgh, is back home after spending four months with relatives in England.

Charlie Eggleston and Tom Post forming comedy team and setting rural serial for airing from Chicago.

Radio Educational Council spotted at Drake, Chicago, Nov. 29 through Dec. 1, with plans being made for 1,000 delegates in attendance.

WBNS, Columbia has two announcers Herb Welch from WCOL and Merrill Madden. Charles Stewart Lake left for WLW, Cinoy.

Ruth Barry has left Kenyon & Eckhardt to go with p.a. department of B.B.D.&O.

Jimmy Bingham has been shifted into the New York office of Howard H. Wilson & Co., station reps. Had been in the Chicago quarters.

Bill Schomette, former KMCA announcer in San Antonio, Tex., has joined the production department of the Steve Wilhelm Advertising Agency.

Roger Phillips has left KABC, San Antonio, as studio director, going back to Fort Worth and KFYZ. Charley Belfi succeeds him.

Walton Stanton shifts from KABC, San Antonio, to KMCA.

Charles H. Maughan, who has been

doing scripts for WREC, Memphis, has added station p.a. work to his duties.

Ernest Rogers, promotional director of WSB, Atlanta, and part-time instructor in Smory U Journalism Department. Rogers will lecture on radio writing.

Julian Flint new on announcing staff, and Kenneth Cooke, formerly with WAO, Chattanooga, on commercial side of WATL, Atlanta.

Dave Tyson named night supe of WFIL, Philadelphia. In full charge from 7 p.m. to sign-off.

Alan Scott, commentator on WFIL, Philly, going into lecturing biz. Started off last week with appearance before Rotary Club of Wilmington. Got nice send-off from Wilmington papers.

Fred Liggett, chief engineer of WTMV, East St. Louis, to Florida for health. Has been succeeded by Thomas R. McLean, who served in same capacity at KMOX and KWK.

Mrs. Grace Jackson Brooker, who formerly was on WMAQ, Chicago, now member of WTMV, East St. Louis.

Robert Farsens and Alice Weaver new songsters at KMOX, St. Louis.

Mort Watters becomes director of John A. Kennedy's three W. Va. stations on Nov. 15. Watters, who has been directing WCHS, Charlestown, takes on WPAI, Parkersburg, and WBLE, Clarksburg, to boot. E. B. Ferguson has become the new commercial chief at WCHS.

Elliott Stewart, former organizer for Columbia Concerts, is new program director at WBBX, Utica.

Wesley Wallace added to program producer at WFTF, Raleigh, N. C. Mary Ellen Lawrence addition to staff.

Miriam Gault, of Women's College, University of South Carolina, has joined WBIG as liaison official between station and the college in same town.

Ed Sprague, who joined sports announcing staff on WLW, Cincinnati, month ago, has resigned and is back in Pittsburgh scouting around for a new connection.

New CKLW, Windsor-Detroit, announcer is Jack White, coming from CKTB, St. Catherine, Canada.

Paul Raymer moving his book-keeping department, based by Margaret Allen, from New York to Chicago.

Les Malloy conducting a 'Missing Person's' broadcast over KGGC, San Francisco, nightly for five minutes, using material compiled by local po-

lice. KLS, Oakland, also airing the programs, which began Saturday (23).

Rupert Fryer, former traffic manager at KJBS, San Francisco, now on the production staff at KFRC, with Evelyn Morrison succeeding him at KJBS.

Ted White, former NBC tenor, back in San Francisco after several years of mining gold in Oregon. The mine was willed to him by a doctor.

Kemo-KJE, Seattle, has Fred Banker newly in continuity.

Hank Keme Whitties back at WTIC, Hartford, after several seasons in south and midwest.

Irene Godney, WHAM, Rochester, staff pianist, hobbled back to the studio this week after her second serious motor accident in two years.

Charles E. Logan, handling labor stuff for Transradio, Chicago office, upped to top man at Kansas City.

Holly Pearce replaces Lou Thompson as Junior Engineering superintendent at WBBM. Thompson switched to program department.

Dan Bowers, KOMA, Oklahoma City announcer, joins Don Lee Network.

Shirley Rose, long singer-announcer at WGBY, has joined WOKO-WABY, Albany.

Jack Wilson's orchestra at Fort Wayne Berghoff Gardens getting WOWO and WGL airings.

Hugh Wiley authored the Sussman & Wormser 'I Want a Divorce' drama to be aired Wednesday (27) over the coast NBC-Red web from San Francisco. Last Sunday's show was written by Donald Henderson Clarke.

Mac 'n' Moore, male comedy team, back on WBZ-WBZA with a six per week a. m. show, sponsored by Planters Peanut Co. of New Jersey. (Carl Moore and Malcolm McCormack).

Kasper-Gordon Studies, Boston transcription house, has waxed a new Xmas series of 15 15-minute discs, 'The Life and Adventures of Santa Claus.'

Dan Munster, formerly relief announcer at NBC, succeeds Jack Farr at WCAE, Pittsburgh.

Louise Massey and the Westerners guesting tonight (10) on 'Hit Parade.' First act other than a single to one-shot on the program.

Dalton Boys waxing discs at World Broadcasting for Alka-Seltzer.

Wayman Ramsey, KOMA, Okla. (Continued on page 38)

It beats all

AT THE BOX OFFICE

* WKY packs a wallop at the box office. WKY is a force dealers can feel at the sales counter. Because WKY-advertised products are most asked for, your salesmen in Oklahoma are talking business with dealers when they talk WKY.

WKY

OKLAHOMA CITY

"First 200 Days"

Now in printed form — get the pictorial and factual story of the fastest growing station in America — read the "Big Apple Story" in the "First 200 Days of KGLO."

Write F. C. EIGHMEY, Manager, for your copy.

KGLO, Mason City, Iowa

NEW YORK'S No. 1 SHOWMANSHIP STATION
Thousands of additional potential customers are dialing 1010 each day for the extra big programs offered by WHN. With the start of the new broadcasting season, WHN's shows are greater than ever!

WHN

Affiliated with Loew's Theatres and the Metro-Goldwyn-Mayer Studios
1540 BROADWAY
NEW YORK CITY

California Regional Reorganized; Transamerican Sole Sales Agency

Hollywood, Nov. 9.

Dissolution of partnership with the McClatchy chain in Central California was made final by the Hearst radio interests yesterday (Mon.) with the withdrawal of KEHE, Los Angeles, from the web, and the immediate replacement by KFWB here. Emil Gough, Hearst trades head, came here from the east to slash the cord that bound the two interests to the California Radio System.

Guy Hamilton, general manager for the McClatchy outfit, struck a deal with Gough after the severance to retain the Hearst Frisco outlet, KYA, on the new setup. Arrangement presents the unique angle of Hearst pulling his two spots from the net and then putting one back on. Network now becomes a co-operative venture with each participating station paying its share of the line costs. Transamerican Broadcasting & Television Corp. will serve as the regional's sole sales agency.

Unscrambling has been under discussion since Hearst surveyors disclosed that the line haul on the net was putting his Coast properties beyond profitable operation.

Harry Maizlish acted for the Warner transmitter.

Palange's Program

Philadelphia, Nov. 9.

WPEN has begun new participating sports and nite club show across the board from 10 to 12 every evening. Angelo Palange, former New York sports commentator, produces and directs.

Show emanates from niteries about town and two nights a week picks up boxing bouts from Cambodia and Olympia A.C.s. Advertisers buying six day participation on two nights thus get their commercial in between rounds of slugfests, which is being used by station's salesmen as strong selling lever.

WLW Postpones

Cincinnati, Nov. 9.

A switch in plans for increased studio and office space for Crosley's WLW and WSAI calls for at least temporary abandonment of the proposed modern home, recently announced for erection in Fairview Heights, adjoining the new WSAI transmitter, and enlarged quarters in the organization's main building in Arlington street, several miles from the downtown section.

Increased facilities, it was announced last week, will be ready for use by December 1. Under the changed set-up, auxiliary studios and offices of both stations in the Union Central Annex, in the heart of the city, will be moved to the main building.

For the centralization of broadcasting and business operations, three new studios, a number of offices and a new artists' lounge are being installed. Technical equipment of the present studios is being replaced with the most modern equipment available, it was announced.

Improvement schedule also calls for modernization of the WLW transmitter at Mason, O., 22 miles north of Cincy.

Football In a Fog

Spokane, Nov. 9.

KFPY announcers had a tough time at Washington State-Southern Cal game at Pullman. Fog rolled in over stadium so thick, field was invisible from press box. Mike was taken to sidelines, but it was little better.

There was much doubt voiced as to where ball was half the time. Fog cleared in second half.

Fishell's .660

Forecaster Dick Fishell's batting average skidded for a slight drop last week. Past Saturday's results showed a record of 13 wins, seven losses and three ties. Showing is okay considering number of unbeaten teams toppled from their perch.

Season's record to date is 74 won, 38 lost for an average of .660. With tie games, of which there were 12, tossed out, as is done sometimes to hypo an average, his percentage climbs to .740.

Texas Grapefruit Using Recorded Spot Blurbs

Dallas, Nov. 9.

Advertising America's Sweetest Grapefruit, the TEX-SUN Grapefruit Co., in the Rio Grande Valley of Texas, has contracted with Butler Recording Studios, Dallas, for 117 transcribed spot dramatizations.

Spots will be placed on key radio stations in the North and Midwest around Nov. 20, according to Gordon Butler, manager of Butler. Agency is Leche & Leche, Dallas.

WICC-Yale Romance

Two more Yale turns, 65-piece college band and Vagabond group from glee club, added to WICC list.

Bridgeport-New Haven exhaler now airing about 10 shows from university plant, until lately cold to radio. To get closer to Yale, WICC has announced removal of New Haven headquarters to rah-rah neighborhood as of Jan. 1.

Dick Powell Contest

Columbus, Nov. 9.

Betty Allyn Stone will be Columbus's finalist in the contest to select a femme singer to team with Dick Powell at Cleveland Auto Show, Nov. 13-20. Miss Stone was selected in auditions at WHKC studios by committee of Carl Everson, Bob French and Fred Joyner.

Larry Roller, special events director of WHK, Cleveland, collapsed.

Radio's Traditional Neutrality Abandoned by John Shepard; Takes Sides in Local Politics

Boston, Nov. 9.

Flushed with the success of backing Maurice Tobin, winner of the hard-fought mayoral campaign here, John Shepard 3rd, president of the Yankee and Colonial Nets, declared last week, through Leland Bickford, editor-in-chief of the Yankee and Colonial Net news services, that these two other news agencies would continue to "back" candidates in future elections.

Bickford editorialized through regular news broadcasts, lambasting candidates in the field who opposed Tobin, and the radio campaign doubtless was responsible in part for the 25,000 plurality handed to Tobin by the voters. Former Governor James M. Curley of Massachusetts and Malcolm Nichols, former mayor of Boston, were the veterans opposing the younger Tobin (36) in a bitter campaign.

Ironically, Curley, when governor, designated Shepard's WNAC, key station of the Yankee Net, as "the official broadcasting station of the Commonwealth" and went so far as to donate a bronze plaque to symbolize that designation which was installed on the outside of the then new Yankee Net studios. A falling-out between Shepard and the ex-governor was climaxed by the heated campaigning against Curley engineered by Bickford.

Shepard's Statement

Shepard statement was read by Bickford at the state-wide meeting of the Republican Women in Northampton, Mass. It follows:

"The position of the Colonial and Yankee Network News Service in regard to political candidates for office is made clear by the following:

"To these News Services, the party to which the candidate belongs is not a factor. Each candidate for

high political office will be investigated by these News Services to the best of their ability and candidates will be judged on their past records as to their honesty, ability and courageous adherence to their public duty.

"In determining the fitness of a candidate for the position which he or she seeks, due consideration will be given to those in the background who may exercise control over the candidate, provided he is elected.

"The decision as to whether to support any particular candidate or not will be based entirely in facts as we are able to ascertain them.

"In cases where there are two or more candidates in the field that seem equally worthy, these Services will not attempt to select between two such candidates.

"We are convinced by the recent election in Boston that when the facts are presented and the voters aroused that they will not vote for candidates whose past records are not a credit to them or who are boss controlled."

Auto Show a Radio Show

Buffalo, Nov. 9.

Buffalo Auto show, running this week, is also a radio show. Program not only includes daily broadcasts by Erwin Glucksmann's WBEN orchestra, but also presentation of regular air acts direct from the show, with audience.

Sportcaster Jim Britt is doing his nightly chatter from there. He has something of a natural tie-up with autos, his sponsor being Socony.

Musical variety shows sponsored by Black Horse ale and Weckerle milk also are originating in the Auto Show.

"THE SHOW IS ON!"

Are YOU planning to capitalize
on this station's vast
rich audience?

WCAU

50,000 WATTS • PHILADELPHIA

WIBW, Topeka, Has WOW, Omaha, Men Pinched for Corn Field Trespass

Kansas City, Nov. 9. Missourians are notoriously non-believers unless they're shown. Station WOW of Omaha, had no invitation to show the boys last week at Marshall, Missouri, where envoys of that station went to set up shop for an ether version of the National Corn Shucking Contest. They got themselves arrested for trespassing at the court of King Corn, the ear variety, but finally made believers out of the Missourians and broadcast the contest.

Event, which drew 100,000 people to a free gate to watch 18 contestants shuck corn eighty minutes for \$200 in prize money, is a pet of the Capper Publications, Topeka, Kansas. WIBW, Topeka, keyed the event for 13 other stations. Sponsored by the Allis Chalmers Manufacturing Co., and considering the Capper backing, the air rights took on an 'exclusive commercial' attitude but an invitation was issued to NBC's Blue web to join in the fun, which they did. It was all a nice private little party until WIBW started putting heel-prints in the Missouri mud.

C. of C. Said Okay

WOW was notified on the grounds that it was no go. The 'No' sounded pretty loud and stern so the boys moneyed to Marshall and found a sympathetic listener at the Chamber of Commerce who inked an okay for the boys. Thus armed WOW returned to the contest grounds waving the paper which brought down more wrath on their heads. Chased from the grounds they set-up on an adjacent farm. But that was a mistake, too. This time a paper was waved at them. Boys rode peacefully to town to be confronted by a charge for trespassing brought about by the landowner's agent. Released on bond they again made for the contest and that time got the air job done.

According to Don Searle, manager of station WIBW, the Nebraska boys passed up a natural and did it the hard way. Searle said that the original commercial deal included WOW as an outlet but the station notified the sponsor's agency, Bert S. Gittens Agency, that they couldn't clear the time so WAAW, Omaha was substituted.

Fun at the crossroads will have its finale today (9) when the WOW boys face a Marshall judge.

Fame

Kansas City, Nov. 9. Station KCKN asked citizens 'Who is your favorite radio actor?' About 50% of answers are 'Charlie McCarthy.' Edgar Bergan himself has a zero to date.

Nebraska U Relents

Lincoln, Nov. 9. Broadcasting of homecoming tussle between Kansas U and Nebraska was okayed by the athletic department (6). This was the only hold-out game on the schedule, and its inclusion makes the 1937 airing 100%. For the first time since the construction of 1931 which forced the athletic department to stand off theazers to drive patronage into the stadium, the radio point has been won. One other home game with Iowa and two away—Pittsburgh (13) and Kansas State (27) which will come by wire to KFAB here. Reg Martin does the flipping.

WNEW Rates Up

New rate card is being placed in effect by WNEW, N. Y., Nov. 15, with new time rates approximately 25% higher than the most recent previous ones. Highest priced participating program is 'Make Believe Ballroom,' which is on daily now excepting Sunday from 10 to 11 a.m., and nightly from 5:30 to 7 o'clock. New addition is the 15-minute period service offered on news (International News Service).

Weed Gets Great Falls

KFBB, Great Falls, Mont., has turned over its national sales representation to Weed & Co. It's a CBS affiliate, operating 5,000 watts days and 1,000 watts at night.

Corny Man Joins WNOX

Knoxville, Nov. 9. Thomas P. O'Connell, former p.a. for Ruben & Cherry Combined Shows, has joined sales staff of WNOX, Knoxville. Ruth Hendrickson has been added to continuity department of same station.

Agencies—Sponsors

General Cigar (William Penn cigars), through H. W. Kastor & Sons, has started series of 130 E. T.'s. Expire Jan. 7.

Nestle's Milk Products has assumed sponsorship of the 'Mad Hatterfields,' domestic script show on WLW as a sustainer for the past six months, to be aired by Crosley's super station and also by WHW of the WLW line. Started Nov. 1, Monday through Friday, 4:45 to 5 p.m., for 26 weeks. Pauline Hopkins, author of the serial, plays a leading role in it and her husband, Owen Vinson, is the producer. Lord & Thomas, NYC, placed the account.

Northwestern Turkey Growers Association, purveyors of the Northeast Turkey brand, makes its air debut in the east next Monday (8). It's bought 25 daily periods, 10 minutes each, on WOR, Newark, and will use chefs from some New York hotel, restaurant or steamship line as guests. A recipe book will be the giveaway.

Edward M. Phillips & Co. is the agency.

Pioneer Hi-Bred Corn Co., sponsors of the Corn Belt Hour on WHO, Des Moines, are starting a new show with 'Four Dons and The Old Pioneer.' Account handled by R. J. Potts agency.

WHO, Des Moines, has 'Coffee Pot Inn,' sponsored by Paxton & Gallagher (Buttermilk Coffee) through Buchanan & Thomas agency, Omaha.

Brown-Williamson Tobacco has bought four quarter-hours a week for 52 weeks on WBT, Charlotte. Deal made by B. E. D. & Co., through Radio Sales, Inc.

Sunbelt planning series of transcribed half-hour programs, which will be spotted on selected stations. World Broadcasting will do the waxing on the Coast, with C. M. Norberg sent from N. Y. to World's Hollywood office to supervise mechanical details. Talent is now being selected. Lord & Thomas' Los Angeles office handles the account.

Canada Dry laying out a campaign of one-min. e.t.'s to go on stations in 20 major markets. Mathis agency.

New business at WGY, Schenectady, includes thirteen five-minute Sunday p.m. shots for American Pop Corn Co., through Coolidge agency, Des Moines, Ia.; one-minute announcements, twice daily,

Inside Stuff—Radio

Rising costs of operation together with replacements necessary following last spring's disastrous flood at Cincinnati continue to be reflected in earnings of Crosley Radio and subsidiaries, which last week reported a loss of \$115,736 for the September quarter, after taxes and charges. This compares with a profit of \$250,875 or 46c. per common share in the September quarter of 1936.

These added expenditures, including the smaller margin of profit on which sales must be made, reduced profits for the first nine months this year to \$103,561 or 12c. a share, against \$1,300,327 or \$2.45 in the first three quarters last year. Crosley stock on the N. Y. stock exchange recently sold down to new lows approximately one-fourth the high price of this year. Stock currently is around \$11 per share against a 1937 high of \$28.75. Company has paid \$2.25 per share in dividends this year.

Publicity-chasing Leopold Stokowski, who usually manages to attract attention, pulled a Lou Gehrig Wheaties while being interviewed over WCAU, Philadelphia, by Powers Goussard on behalf of Yellow Cab last week.

Stoki broke in to say Yellow Cab almost made him miss the broadcast, that they didn't answer at Locust 3200, and it was impossible to get one of their cabs.

Stunt was sent out as a publicity release by WCAU and got plenty of word-of-mouth. Owners of WCAU, who were not upset at all, are Leon and Ike Levy, who also own Yellow Cab.

There is some confusion in Chicago over the names of Stan Thompson and Sam Thompson in connection with the American Federation of Radio Artists. Stan T. is a producer with Columbia-WBBM and is not even a member of the AFRA. Sam T. is a radio actor in Chi and is on the board of directors of the Chi AFRA local.

Jack Pearl's return to the legitimate stage, from whence he hopped to radio some years back, will be in a dramatic show, 'One Flight Down,' which Arthur Hammerstein will present. Has always been a Dutch comic in past.

Charles H. Ingersoll, originator of the dollar timepiece which bears his tag, going into his third season of news commenting on WDAS, Philadelphia. At 72 WDAS claims he's oldest gabber regularly on the ether. Makes a weekly trip from New York for his 15-minute talk.

Embarrassed by the phone calls and letters inquiring when he died and how, Ed Smith, program director for General Mills in Minneapolis, wants everyone to know that he isn't the Ed Smith, radio actor, who died in Cleveland last week.

Harry Salter's name was unintentionally omitted from a recent VAMMY review of Hudson Motor's 'Hobby Lobby' program. Salter is also scheduled for another 13 weeks for Lucky Strikes.

except Sunday, one year, for Reid Murdoch Co. (Monarch canned goods), starting Nov. 1, through Rogers & Smith, Chicago; two one-minute daily for Rumford Chemical Co. (baking powder), Nov. 1 to April 30, through Atterton & Currier, New York; twice weekly participations in Household Chats, for Davis Baking Powder, through Chas. W. Hoyt, New York, and running to Jan. 13; daily participations in Market Basket for Knox Gelatine, to Jan. 21, through Kenyon & Eckhardt, Chicago; daily one-minute for Best Foods' Nucca, through Benton & Bowles.

Early & Daniel Co., Cincinnati, is blurring Tuxedo feeds via 156 spot announcements on WCKY, Cincinnati. Account placed by Keeler & Stiles.

Benton & Bowles agency opens a Chicago branch on Nov. 15, which is individually incorporated under the billing of Benton & Bowles, Chicago, Inc. Office will operate in conjunction with the existing B&B headquarters in New York and the recently opened radio office in Hollywood.

In staffing the top posts in its Chicago cubicle, B&B has Stuart Sherman as prez, and Arthur F. Marquette and Eddie Aleshire as v.p.'s. Both Sherman and Marquette were formerly with Lord & Thomas' national headquarters in Chicago, while Aleshire resigns as radio director with H. W. Kastor to join the new office.

Phillips Petroleum Co., Bartlesville, Okla., has renewed its 'Poly Follies,' originating in KMOX studios, St. Louis.

Lamont Corlies & Co. (Danya Cream Hand Lotion), has contracted for 175-word announcements on KMOX's Magic Kitchen Monday through Saturday.

Hill Cab Co. in deal for quarter-hour transcriptions daily on WBNS, Columbus, under name of 'Double 13 Nite Club.'

Ruthrauff & Ryan ad agency using six 15-minute night-time spots to plug Dodge during Chicago auto show.

Doug Hope to do the gabbing.

Smith Mfg. Co. (overalls) buying time on western stations in farm areas. Agency is R. J. Potts, Kansas City.

Durkee Famous Foods (margarine) placing series of 28 quarter-hour transcribed programs on stations now being selected. Serial is

'Comedy Kingdom' and C. Wendel Muench is the agency.

H. W. Kastor placing e. t. spots for Booth Fisheries (Tastyloins) on mid-west stations.

WHO, Des Moines, new biz includes:

Chrysler corp. (DeSto 'division') through J. Stirling Getchell, starting Nov. 5 for 13 periods of 15 minutes each Friday on WHO; Des Moines.

Pioneer-Hi-Bred Corn Co., Des Moines, through R. J. Potts & Co., agency, Kansas City, beginning Nov. 7 for 11 periods of 15 minutes each, Sundays.

Paxton & Gallagher Co., Omaha, through Buchanan-Thomas, Omaha, 135 periods of 15 minutes each, Mondays through Saturdays, live talent.

Earl E. May Seed Co., Shenandoah, Iowa, through L. W. Ramsey Co., Davenport, beginning Jan. 31, 1938, Monday through Friday for 15 minutes remote from KMA, Shenandoah, Iowa.

Goldblatt Bros., operators of department store chain in Chicago, understood to be setting up radio show to get its start about Jan. 1. Station and show not set as yet, but understood that the stores will make a play for the snooty trade and are building program accordingly.

Whiting Milk of Boston is using WAAB weekly to air a junior high school 'dramatic period.' Contract, for 15 weeks, placed by N. W. Ayer & Son, Inc., Boston.

The Hub, Bridgeport, Conn. (Clothing emporium) placing biz with 260 100-word plugs. Placed direct on WICC.

Rockingham Park will get the air (Continued on page 38)

People . . .
... buy
merchandise
... program
... not wait
age . . . sell
merchandise
... why
... WHG
... leads in sales!

WBIG
GREENSBORO
N. C.

Write
Edney Ridge, Director,
for full "Facts
and Data"

Craig & Hollingsbery, Inc., N.Y. Reps.

Get This!

Two Billion Dollars
Pay Roll in Michigan
BUMPER FARM CROPS

Use the Powerful Influence of the
8 Stations of Michigan Radio Network
to Sell Your Product in Michigan

WBCM - Bay City and Saginaw
WFDF - Flint
WJIM - Lansing
WXYZ - (Key Station) Detroit

WIBM - Jackson
WELL - Battle Creek
WKZO - Kalamazoo
WOOD-WASH - Grand Rapids

MICHIGAN RADIO NETWORK
Operates Just
Like Coast to
Coast Networks

WXYZ
KEY STATION
DETROIT

8 Stations in
Michigan's 8
Largest Cities

Barney Wins 1st Round in WNEW Suit; Involves Important Station Angles

Barney's Clothes, Inc., has been awarded the first round of the legal bout that it is staging with WNEW, Newark-New York, in the N. Y. State Supreme Court. In nixing WNEW's motion that Barney's damage suit for \$105,911 be dismissed, Justice McLaughlin ruled Monday (8) that if the clothier is able to prove that the station, knowingly didn't deliver all the spot announcements billed to Barney's, the latter was entitled to recover the full amount it has paid the station since 1933, or the sum named in the action.

Former Judge Jonah J. Goldstein for Barney's is suing on nine separate contracts, alleging that a check-back revealed that the station failed to make anywhere from 28% to 57% of the announcements which were billed to his client. As a case in point, the complaint cites what happened with the contract which extended between Dec. 21, 1933, and June 14, 1936. The station, it was alleged, billed Barney's for 1,800 announcements, but a check of WNEW's log revealed that only 779 announcements had been broadcast. Goldstein states that the owners of WNEW are willing to settle the matter for \$10,000, or on the basis of \$3 per announcement, but he doesn't think that the offer is a reasonable one.

As it is, WNEW has a countersuit for \$147,000 pending against Barney's, because the latter used on other stations the recorded voice of Martin Block, WNEW announcer, without obtaining WNEW's permission.

Justice McLaughlin's finding was that, where a defendant received full payment on a contract that he was required to perform fully, and that he has only partly performed, then all monies paid him may be recovered. It was now up to Barney's, added the court, to show a jury that the clothier was deliberately and not accidentally given the wrong count.

'DOLLAR DOCTOR'

Vocational Advice To Be Exported Out of Los Angeles.

Chicago, Nov. 9. Critchfield ad agency has signed weekly 15-minute dramatic spot on WMAQ to air 'Dollar Doctor' for Vocational Service, Inc., Los Angeles firm.

Show, comprised of success story dramatization, will be written by Bill Meredith of NBC continuity staff, and use record sized cast for show of its kind.

Phillips Lord May Quit 'Gang Busters' Program

Phillips Lord is contemplating stepping out of the 'Gang Busters' show (Palmolive) on Columbia so that he can develop a couple new program ideas.

With his exit the production of 'Busters' would be left entirely to Benton & Bowles and Phillips would do nothing but collect a royalty, which arrangements now prevail in the instance of 'We the People,' a Sanka Coffee stanza handled by Young & Rubicam.

Airing Crime Clubbers

Hollywood, Nov. 9. Lawrence W. Fox, Jr., president of General Film Co. and Crime Club Productions, has returned from New York, where he completed a deal with Doubleday-Doran, publishers, for exclusive use of the Crime Club name for a series of broadcasts. Plans nationwide program titled, 'Crime Club Hour.'

First Crime Club pic, 'The Westland Case,' has been released. Two others, 'The Black Doll,' and 'Lady in the Morgue,' are in preparation.

Slant Is Needed

Philadelphia, Nov. 9. N. W. Ayer radio idea-thinker-uppers scratching skulls overtime in search for something for American Rolling Mill Co. show which preems Jan. 2. So far set is Frank Simon and orch. Understood will probably not use a vocalist unless other ideas entirely lacking.

John Prosser, of Ayer's, is directing show, which will hit NBC blue from 3:30 to 4 p.m. Sundays. It's been absent from ether since last February.

LOCKE VS. GIBBONS UP FOR APPEAL

Attorneys for Charles Locke, Ohio radio commentator, filed an appeal Monday (8) to the Appellate Division of the N. Y. Supreme Court against the recent decision dismissing his suit for \$150,000 against Floyd Gibbons for allegedly damaging his rep. Locke sued the Hearst commentator on the grounds that Gibbons had high-lighted his, Locke's, report of current conditions of the flood in January in and around Cleveland.

As a result, Locke charges, he lost his job and has been unable to locate ever since. The supreme court dismissed the action for insufficient grounds.

Taylor Washing Machine Sues B.B.B. On Allegation of Radio Cancellations

Chicago, Nov. 9. Local radio stations are ready to find themselves in the midst of the biggest law-suit revolving around ether advertising in the history of the business. This follows the filing of a suit by the Taylor Washing Machine Co. for \$500,000 against the Better Business Bureau and some 90 of its executives and directors who take in most of the top men in the mercantile business in Chicago.

Suit, filed in Superior Court late

last week by attorney Harold A. Fein, alleges that the business Bureau intimidated local radio stations so as to induce them to refuse and cancel the Taylor Washing Machine advertising account.

Case is set for December docket and it's likely that stations which carried the Taylor washing machine account will be called upon to testify in the \$500,000 case.

Gale Page, NBC Chl singer, to N. Y. to do week at Radio City.

... Things are happening at WOR

1 Lucky Strike joins parade of big-time radio advertisers using WOR to intensify Greater New York network coverage with half-hour evening show.

2 Arthur H. Samuels, widely-known musical comedy writer-producer and editor, joins WOR as executive program producer.

3 WOR sells 34½ hours of time to major political parties as they rally into 1937 campaign. Or 90 individual broadcasts.

4 Sixty minutes after the curtains drop on New York's first nights, WOR's listeners are given the critical lowdown by the inimitable Bide Dudley.

5 WOR pulls plaudits from educators and social welfare organizations as it ups caliber of kid shows with addition of two new educational features: "Music for Schools" and "This Wonderful World."

6 Frank Braucher, nationally-known advertising authority and sales expert, joins WOR as vice-president in charge of sales.

7 WOR's five-time-a-week dramatic strips jump to twelve.

8 WOR is used as experimental base for facsimile broadcasting, a revolutionary new radio idea.

9 WOR nabs Chicago Symphony for series of exclusive broadcasts.

10 WOR sells more than 2000 commercial hours for first ten months of 1937.

WOR

N. Y. REPS CHAFE AS SPOT BIZ SLIDES; THINK THEY SHOULD SEE ACCTS. DIRECT

Grumble About New York Time Buyers' Attitude—Shop Talk Currently Regards 'Chicago Style' of Agency-Rep Collaboration as Much Better

Furrow-browed from the alarming rate at which their biz has been falling this autumn, station representatives in New York are weighing the pros and cons of adopting the selling methods used in Chicago and other points west by reps. Hearst Radio has already put the western method into practice in its New York office contacting.

The 'Chicago Style' prompts a rep to contact the account itself, as well as its agency. It's a general and accepted pursuit of business in almost every situation in the country save New York. The reps figure they may be able to interest some new accounts in broadcasting if they swoop over the agencies' heads and get to the accounts direct. It works in Chicago, and the New York boys are commencing to wonder if that hasn't some bearing on the fact that the autumnal biz decline is less pronounced in other sections of the country than in the Big Burg.

In New York the reps have been afraid to approach accounts direct, for fear of the retaliatory measures which the agency execs and space-buyers may take against them. In Chicago the reps advise the agency

scout-masters that they're working on one of their accounts and keep the agencies informed of developments by circulating copies of the correspondence.

Know Everything Already

One of the differences between New York and Chicago agency execs is that in the Big Burg a rep can't talk about his station; in New York the feeling is that no agency man should disclose that he is not omniscient. If a rep or anyone else should attempt to explain the angles of a bucolic station to a New York time buyer, he'll be promptly told that the agency knows all about all stations.

Consequently, the reps are generally beginning to feel it's possible they may present a better case to an account—on why it should broadcast or extend its air budget—than maybe many an agency man. Reps are buttressed with all manner of success stories and their salesmanship is more keen and driving.

Informal Elsewhere

Though in Chicago the reps contact most of the accounts direct, and with the agencies' blessings (because the agencies benefit from added air

Detroit: Angle

Detroit, Nov. 9.

Despite the artificial biz pessimism, local radio sales are holding at normal and above in most cases, following record-breaking biz at most outlets during October.

While most of potential Detroit sponsors are worried over outlook, they're now placing more accounts with local stations than formerly, although size of accounts are considerably smaller than formerly and likewise for shorter duration.

Biz in town's bigger retail stores pretty sick past couple weeks, but lotta blame is put on return of 'summery' weather which has nixed winter buying. As result, local time buyers are placing only short-term ether accounts, protecting themselves while hoping for biz revival and at same time keeping spots available in event Wall Street 'jitters' fizzle after Congress convenes.

expenditures by sponsors), the approach to biz is even more informal in smaller burgs. In Kansas City, St. Louis, Atlanta, Baltimore, Cleveland and Detroit the reps even drop in on distributors of products, seeing the assiduous boys get ideas to build up an approach to a certain manufacturer, and, armed with sales statistics, they present a better story.

One of the arresting angles in the saga of how reps deal with agencies comes to light with the revelation that a certain agency is handled in two different ways, or even three different, in as many offices as it maintains in different sections of the land. A rep may be dealing with the same agency in New York, Chicago and Kansas City, but from his methods of operations in the three different towns, it would never seem he was contacting the same company.

Vance Babb Better

Vance Babb, manager of the NBC press dept. in New York under Wayne Randall, is testing in Virginia by doctor's orders. Fighting off physical exhaustion. Reported feeling better.

KIT, Yakima's Souvenir

KITY, Yakima, celebrated its power tilt to 500 watts with the giving away of an eight-page souvenir newspaper. It carried much display advertising from local merchants, news features of Yakima interest, pictures of the station's staff and talent and a bow to Transradio News for the part the service played in building listener interest in the outlet.

Paper was regulation size and was distributed to 38,000 families on the morning (8) the boost went into effect.

Legion Buys Time

Philadelphia, Nov. 9. Penny unit of American Legion has engaged entire Quaker State network of 17 stations for a half-hour rally tonight. Show, with speeches and band music, will originate in studios of WFIL here. It will be received in assemblies throughout the State.

Pinky Hunter's Title

Cleveland, Nov. 9. Guitarist, Pinky Hunter, joined WHK-WCLE staff as assistant music director but won't give up his vocal career. Besides handling dance broadcasts and soloing in most of them, he's continuing his own orchestra at downtown Monaco's nitery. Johnny T. Vorpe, production, created job to relieve Louis Rich, studio leader.

Edgar Bell's Daughter Weds

Okahoma City, Nov. 9. Edgar T. Bell, general manager of WKY, Okahoma City, and his wife left Monday (8) for San Francisco for a two weeks vacation. Will see their newly married daughter off on her honeymoon trip aboard the China Clipper.

Here and There

(Continued from page 34)

homa City program director and sports announcer, has a feature article, 'Lynn Waldorf at Northwestern' in the October issue of Scholastic Coach magazine.

Paul Brenner, from WSYR and WFLB, Syracuse spelling for WNEW, New York.

Joseph Cherniavsky orch, Sylvia Froos, Jack Arthur and the Charloers 4 commence a new sustainer over Mutual net, fed by WOR, Thursday (11).

Homer Knowles, Fox theatre organist, is being aired 30 mins daily over WAGA, Atlanta.

Martin Jacobson, WKY, Okahoma City, newscaster and announcer, resigned to free-lance in Chicago.

Allen Clark, production manager and M. H. Bonebrake, advertising manager for WKY, Okahoma City, tripped to Dallas in search of talent.

Helen Johnson, conductor for Columbia's American School of the Air, in Chicago to advise Harold Kent, newly elected radio director for Chicago Board of Education.

Kathryn Cravens to Chicago for auto show, glad-handing Pontiac executives.

Jack Brooks, WBBM tenor, to Milwaukee for interview on Ed Thompson's WTMM show.

Martin Krauss, formerly with WIND, Chicago, with WKY, Okahoma City, as announcer.

William Schudt, Jr., g. m. of WBT, Charlotte, N. C., has announced a new slogan for the Charlotte Columbia station. This is 'Showmanship Station of the Nation'.

Stan Hubbard, KSTP prexy, down with flu but up in time to trek to Iowa City to watch the Gophers slaughter the Hawkeys, 35 to 10.

Richard Postlethwaite, WCCO announcer, won out in competitish conducted by WBBM between Twin Cities announcers for a spot on WBBM's payroll. Postlethwaite, whose airymn is Dick Waite, left Sunday (7) for Chicago. Replaced by Alfred J. Harding from WDNC, Durham, N. C.

Mrs. Mary Hulst, former Minneapolis Tribune, now on KSTP's sales staff.

Gordie Johnson, formerly radio maintenance man at Northwest Airlines, Inc., now on terra firma. He's KSTP, St. Paul, control operator.

Dewey Long, sales mgr. of WBT, Charlotte, N. C., in Minneapolis last week.

Roch Ulmer now with Joe Henkin at KSOO, Sioux Falls, S. D.

WFIL, Philadelphia, has signed to carry exclusively in Philly 16 weekly debates by 'Ivy League' colleges, including Penn, Yale, Princeton, Harvard, Brown, Dartmouth and Cornell.

Gene Kent, formerly of WGAL, Lancaster, Pa., is now at WCOL, Columbus, continuity department and Roc Lee, late of WALR, Zanesville, has joined announcing crew at WHKC.

Irene Rich in St. Louis for Food Show last week. KWK cashed in with interview in front of the hotel where station is located after ballooning arrival and attracting a huge autograph seeking crowd.

Mary Harvey added to continuity at WOAI, San Antonio, Texas.

Craig Lawrence, commercial manager for KSO and KRNT, Des Moines, together with Mrs. Lawrence is on a two weeks' trip to New York City, Detroit and Chicago.

Jimmy Murray, Norman Twigger and Harry Bixbee, of WCAE, Pittsburgh, going to Durham, N. C., Nov. 26 to handle broadcast of Pitt-Duke football clash.

Jimmy Di Palma, Pittsburgh radio artist, has just joined Reggie Childs as featured vocalist.

Agencies—Sponsors

(Continued from page 36)

with 12 quarter-hour shots thru WNAC, Boston. Babe Rubenstein in Race Highlights is the listing. Doremus & Co., Boston.

'Poetic Melodies' (Wrigley) renewed on its Monday-through-Friday schedule on CBS. Talent is Jack Fulton, Franklyn MacCormick and Carlton Kelsey's orch.

Sweetheart soap trying a test campaign on New England stations. May be extended to other areas. Peck Advertising the agency.

Woman's World mag running a subscription contest via spots on KFRU, Columbia, Mo.

Mishawaka Woolen Mills placing spots in midwest and South. Agency, Campbell-Ewald.

J. Walter Thompson agency has asked for statistics from stations and their reps preparatory to launching a series of participatory burbs in major markets for Scott Tissue Towels. Last year the account straddled the country with a campaign of five-min. transcriptions, but has considerably pulled in its air ad budget this season.

Seven-Up Co. has renewed its contract with Uncle Harry (Ed Harris) and WSOC, Charlotte, N. C.

Campbell-Ewald, Chicago, "has taken time for Mishawaka Manufacturing Co. (woolen products) on a series of one-minute noontime announcements.

Syllable-Slinger's Award

Pittsburgh, Nov. 9. Kenneth Hildebrand of WJAS-KQV, named winner this year of H. P. Davis Memorial Award for city's best announcer. Prize, established in 1933 by Mrs. Davis in memory of her husband, 'Father of Radio Broadcasting,' carries with it gold medal and \$150 in cash.

In second and third places were Wm. Beal, KDKA, and John Davis, WWSW: Bill Sutherland, KDKA, knocked down award year ago.

McLaughlin Boss at KTMS

San Francisco, Nov. 9. Sales representatives for the new NBC outlet in Santa Barbara, KTMS, will be the McClatchy west coast sales office.

Manager of KTMS is Norman McLaughlin, former manager of KERN, McClatchy station in Bakersfield.

Yale Merrill on Own

Baltimore, Nov. 9. Yale Merrill has resigned as publicist for Van Sant, Dugdale agency here to open his own, advertising-publicity in Baltimore.

Before entering advertising, Merrill was a sports scribe on papers in Baltimore, New York and Pittsburgh.

Ben Hawthorne to New York Columbia Artists, Inc. has packed Ben Hawthorne, who for the last four years has soled an 'early rises' clock' on WTIC, Hartford, Conn. Patter programmer is being brought to New York for a trial as an early a.m. m.c. on e.t. shows which CBS has decided to inaugurate on WABC.

LARRY CLINTON

AND HIS ORCHESTRA

RCA VICTOR
WEAF

THURSDAYS—11 P. M. EST

In Baltimore, it's

WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.



2-minute-old baby broadcasts for WBT

—so what?

The SHOWMANSHIP Station of the Nation recently aired the first cry of a Charlotte baby from the Presbyterian Hospital, Charlotte, North Carolina. ¶ To mothers and fathers in WBT's huge audience that was a broadcast. Their immediate and enthusiastic response proved again how much our audience likes the way WBT goes places and does things. To the 2,000,000 people who live within 100 miles of Charlotte, the WBT-Columbia Network programs are more than entertainment. They're household necessities. ¶ Incidentally, the Presbyterian Maternity Ward broadcast was such a hit, it's now a regular station feature. It is only one of many WBT-originated programs which give life to our slogan "The SHOWMANSHIP Station of the Nation."

WBT

Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES. And why don't you listen to WBT direct—on its nationally cleared channel at 1020 on your dial!

UPROAR IN SOUTH AFRICA

BUENOS AIRES IMPORTS AIR PERFORMERS

By FRED MAREY

Buenos Aires, Oct. 25. Maruja Gonzalez, Spanish singer and stage actress, arrived here last week from N. Y. to fulfill a six months' contract with LRI Radio El Mundo. She left Spain shortly before the outbreak of the civil war and went to Cuba, where she appeared at the Teatro Nacional of Havana in various vaudes.

Leo Cherniavsky, violinist, goes on the air for the Firestone transmissions via LRI. For the Cafespirina auditions, LRI is broadcasting a series of short plays with Nélida Quiroga and Jose C. Castro, which will be transmitted through LTV Rosario, LV2 Cordoba, LV2 Bahia Blanca, LV10 Mendoza, and LV7 Tucuman of the provincial network. Title of the first play is 'Love and Marriage.'

Harry Roy and his orchestra will come to B. A. in fulfillment of a contract with LR3 Radio Belgrano. Arrangements were concluded between Jaime Yankelevitch and the local agent of Harry Roy, Abrasha Gorlinsky. Contract, which is an exclusive one for Yankelevitch's station, provides also programmes outside LR3, as theatre, nightclub or film engagement, but all additional engagements will be dealt through LR3. First appearance of the English orchestra is set for April 5, 1938.

Juan Manuel Puente, press-manager of LR4 Radio Splendid and Polo expert, who reviewed the transmissions of Meadowbrook about the North American Polo championship, will do another one for his favorite sport. From Nov. 11 on, LR4 will broadcast the games for the Province of Buenos Aires cup, in which the U. S. team will participate, too.

Charles de Cruz, traveling emissary for Radio Belgrano (LR3) sailed for London Oct. 27. He will be gone several weeks on Continental tour for engaging of European artists for station.

He was in U. S. last spring for a visit, hitting N. Y. from Hollywood, first stop.

ENGINEERING SIDE ONLY FOR SYDNEY

World Radio convention organized in connection with the 150th anniversary of Australia runs from April 4-14, 1938 in Sydney and has acceptances from the following:

Marchesa Marconi (for her late husband.)

Sir Noel Ashbridge, B.B.C.
David Sarnoff, R.C.A.
Convention will deal entirely with Radio from an engineering standpoint with no reference to broadcast entertainment.

Most of the staff on CHNS, Halifax, alternating on weekends away for the moose hunting season.

AUSTRALIAN PREMIUMS Save Wrappers, Bring Them to Station for Prizes

Sydney, Oct. 25. B-classes (commercial) increasingly employ the 'coupon-saving' trick to guarantee sales for their advertisers and renewals of time for themselves.

Listeners are told to accumulate 100 wrappers of this or that ointment or what have you. They may then take them to the station and get a 'beeotiful prize.'

Figured here, that curiosity to get inside radio studios is 'more potent than the vague premiums offered.

'Non-Stuffed Shirt' Celebration at CKCK

Regina, Sask., Nov. 9. Opening new 1,000-watt here Nov. 1, CKCK, Regina, turned down offer of CBC for Dominion network half-hour for inaugural on grounds preferred to feature local angle of station and opening program would not appeal to anyone who didn't know local conditions or personalities.

Program opened with staff in a huddle over production of a show to mark occasion; each bright idea being aired as reached. Repeated first number played over original station in 1922, etc. Pete Parker broadcast review of his first hockey broadcast of 1923 which, incidentally, was the first hockey game ever broadcast in radio history.

Bert Hooper, now with CJRM, Regina, repeated his opening lines of 1922 when he was the entire CKCK staff. Instead of usual stuffed shirt opening, new plant was declared officially open by a farmer.

Station claims two other Canadian 'firsts' besides hickey airing, having been first to broadcast a church service in British Empire, and first to broadcast by remote control.

SAD SIGH FROM CANADA

Corporation Edits Its Rivals—And Causes Plenty Headaches

Montreal, Nov. 9. Canadian stations get considerably irked when going through the process of securing official stamps of approval from the Canadian Broadcasting Corp. on programs primed for airing.

Regulations are that all continuities must be submitted to the Corporation for o.k. So often the scripts are returned with so many deletions, they not only have to be re-edited, but largely rewritten. Situation has many Dominion broadcasters eyeing the American system with envy.

Mexicans Frown at Yanks

Mexico City, Nov. 9. Move to induce the government to order, ousting of American announcers from radio stations in towns on and near the United States border is being made by unionized Mexican ether industry workers.

Agitators assert that spicing in all Mexican stations must be done by native or naturalized Mexicans.

McGillivra Adds Trio

Regina, Sask., Nov. 9. Joseph Hershey McGillivra appointed exclusive rep for James Richardson & Sons radio network in western Canada. Stations include CJRM, Regina; CJRC, Winnipeg, and CIGX, Yorkton.

McGillivra is a pioneer American sales rep for Canadian stations.

Water-Soaked CJCB

St. John, N. B., Nov. 9. CJCB, Sydney, N. S., had to suspend transmission indefinitely because of a fire which destroyed an adjoining building.

Although a firewall prevented the destruction of the CJCB building, the tons of water which soaked the burning building created serious damage to the station equipment.

Don Dawson joined CKCK, Regina, Sask., as announcer.

PUBLIC RALLY RAPS POLICIES

Dissatisfaction with Program Service Climaxed by Passing of Resolution by Crowd of 2,000 Citizens

DUTCH ANGLES

Johannesburg, Oct. 28. Alleged one-sided methods of the South African Broadcasting Board has aroused Johannesburg radio-listeners, and a packed public meeting in the City Hall has strongly protested. Following resolution was passed by a crowd of 2,000:

That the citizens of Johannesburg state that the Board is not carrying out its duties as laid down in the Enabling Act in the best interests of the vast majority of South African listeners, and that the Governor-General in Council be requested to take such steps as necessary to have this unsatisfactory state of affairs remedied.

Board is charged with using broadcasting in this country, for purpose of Dutch propaganda, of pushing the Dutch language upon English-speaking people. Big majority of license holders are English speaking, and two separate program services are demanded.

Corporation is a public utility concern in which the public has a right to know and criticize what is being done.

Charles Glenn and Lonnie McAdams have joined announcing staff of KWTO-KGBX, Springfield, Mo.

Slow Going in Havana with Four Languages Spoken by Delegates

Havana, Nov. 7.

With 19 countries of the American continents represented, the Inter-American Radio Conference got under way Nov. 1 with an inaugural open session. President Laredo Bru addressed the delegates. Reply was made by Jose Roberto de Macedo-Saunders, Minister of Brazil in Cuba and head of the Brazilian delegation.

Preliminary business meetings have been held on the roof of the Sevilla Biltmore, where the Cuban Government engaged two complete floors to install the offices of the conference.

Cuban Senator Wilfredo Albanes was elected president of the conference after it was proposed by Laurent Beaudry, head of the Canadian delegation.

First week has passed without any important move made by the delegates. The preliminary organization work has been arranged and next week the real fireworks will start.

Cuba, Canada and United States have the largest delegations.

Sessions are slow because each speech must be translated. Brazilian delegate talks in Portuguese, and Haitians talk French.

Delegates present are: ARGENTINA: Luis S. Luti. BRAZIL: Jose Roberto de Macedo-Saunders.

CANADA: Laurent Beaudry, C. P. Edwards, Walter Rush, J. W. Bain, Donald Manson, E. A. Askinson, Augustin Frigon, W. L. Laurie.

COLOMBIA: Carlos Arboleda, Enrique Zapata, Eduardo Noguera.

CUBA: Wilfredo Albanes, Andres Asensio, Nicolas Gonzalez de Mendoza, Alfonso Hernandez Cata, Carlos M. Choca, Arturo Novo, Enrique Mo-

rales, Paul Karman, Rafael Bordenave, Justo Marla.

CHILE: Emilio Eduardo Bello. UNITED STATES: T. A. M. Craver, Henry R. Norweb, Harvey B. Otterman, E. K. Jett, A. D. Ring, G. C. Gross, Carleton Hurst.

GUATEMALA: Arturo Cobarr, Charles G. Roberts (of RCA).

HAITI: Justin Barau.

MEXICO: Ignacio Galindo, Salvador Tayabas, Fernando Sanchez Ayala, Ruben Fuentes.

NICARAGUA: Consul-General at Havana.

ECUADOR: Consul-General at Havana.

PERU: Carlos A. Tudela.

PANAMA: Ernesto B. Fabregas.

DOMINICAN REPUBLIC: Roberto Desmader, Maximo Levaton.

NEWFOUNDLAND: Claudio Fraser.

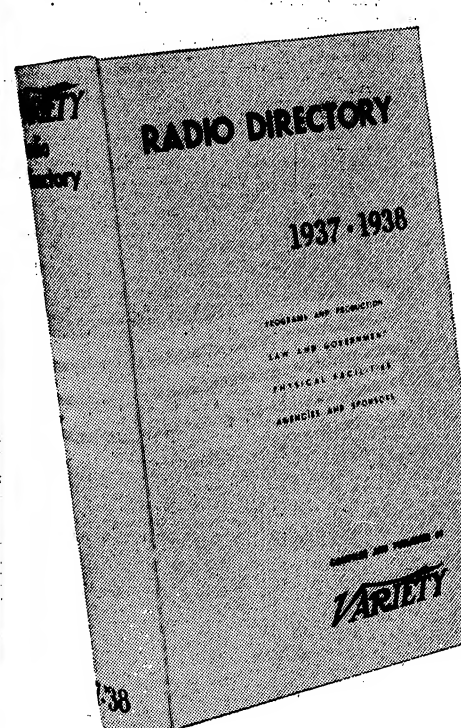
URUGUAY: Mateo Marques Castro, Cesar Gorri.

VENEZUELA: Alberto Smith, Gilberto Chersl, Arturo Mendez Diaz, Antonio Jimenez Blanchi.

Henry R. Norweb, U. S. ambassador to Dominican Republic, left by plane yesterday (6) back to his post because of the trouble between Santo Domingo and Haiti.

Among visitors and observers at the conference are:

H. H. Buttner, All America Cables, L. T. Backover, Western Electric, Louis G. Caldwell, Clear Channel Group, Paul Goldborough, Aeronautical Radio, Inc. John De Witt, Jr., WRM, Nashville, G. F. Leydort, WLW, Cincinnati, W. L. Carroll, Pan American Airways, Worthington C. Lent, NBC, C. W. Horn, NBC, William B. Lodge, CBS, Robert E. Poole, Western Electric, Harnden Pratt, McKinny Radio & Tel. Co., Francis M. Ryan, A. P. & T., Paul D. E. Renssman, National Assn. of Regional Broadcast Stations, Kenneth B. Warner, A. R. R. L., Dr. P. L. Barbour, WIXA, Boston.



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WEED & COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

SPUDS-TO-MARKET STUNT BY DODGE

Seattle, Nov. 9.

When Al Rader arrived in Seattle with truckload of spuds he is driving from government pioneer settlement in Matanuska to New York, KVI, with remote lines set up, was on hand to interview from the truck itself.

With the exception of short distances by rail and water Rader drove entire way to prove agricultural possibilities and plug Dodge truck.

That Dodge exploitation boys know their onions or spuds Rader was miked by the three major stations, KJR, KOL and KVI within a 12-hour period after arrival.

Gertrude Berg's Milestone

Eighth anniversary of the 'Goldbergs,' first of the many family programs now on the air will be celebrated this week.

Originally presented as a once weekly NBC sustainer, Nov. 13, 1929, program is currently heard five times weekly for Oxydol on an NBC-RED network. Its first sponsor was Pepsi-Cola, who picked it up after eight months as a sustainer.

Gertrude Berg, author and originator of the idea has also turned out picture scripts. Bobby Breen's current 'Make a Wish' and his next 'Sidewalks of New York' were written by her.

KYOS' Remote Studio

Merced, Cal., Nov. 9.

Remote studios in Turlock, 28 miles north of this city, were completed recently by station KYOS of Merced.

KYOS execs expect to originate a number of programs in the new Turlock quarters, which, if successful, may be followed by similar remote studios in other nearby towns.

Discovery Under Wraps

Oklahoma City, Nov. 9.

First performers selected from several score in WKY's talent search took the air yesterday (8) at 6:45 p.m. for 15 minutes. Program is girl trio, names of whom are being kept a deep, dark mystery and, according to station officials, a real find.

Tyson Show Fed WTAM

Detroit, Nov. 9.

Ty Tyson's 'Man in the Street' show over WWJ now being shipped to WTAM, Cleveland.

'Vox Pop' program, originates in front of Fox theatre here. Bankrolled by Lakeside Baking Co.

F.C.C.'S WASHINGTON DOCKET

EXAMINERS' REPORTS

Washington, Nov. 9.

Alabama: Another transmitter for the Birmingham News was given the right-of-way by Examiner Melvin H. Dalberg, on grounds that other Birmingham stations are tied up with the networks and need for a more local service exists. Requesting 590 kc frequency, with 1 kw, new station would supplement WSGN. Would carry purely local programs.

Bankroll was revealed in excess of \$340,000. New station would cost \$32,600, according to testimony. Principal stockholder and chairman of the applicant corporation is Victor H. Hanson, owning 86 2/3% of the 2,000 shares outstanding.

Interference to existing stations would be practically nil. Examiner Dalberg pointed out, though operation of WOW at Omaha might limit operation of the proposed Birmingham station to its 3.4 millivolt per meter contour, nights. Directive antenna system would protect nearby transmitters, it was explained.

Legal counsel retained by Birmingham News was Ben S. Fisher and J. A. Simpson.

Colorado: Boost for KPOF, non-commercial Denver transmitter owned by religious group, was recommended to the commission by Examiner Tyler Berry. Now operating on 880 kc, 500 watts, and sharing with KEKA, Greeley, station has been having a tough time with interference. Juice-jump to 1 kw, while it would not wipe out the trouble, at least would extend the interference-free service area, Berry contended. Principal trouble has been with KPFL-KVOZ which are located within seven miles of KPOF. Sharing transmitters also have an application for a jump from 500 watts to 1 kw pending before the commission which, if granted, would equalize the interference between them and KPOF.

Outfit is owned by the Pillar of Fire, a religious organization which offers educational and religious programs of a non-sectarian character. It is self-sustaining, with operating expenses of the station defrayed from the organization's funds.

Littlepage & Littlepage and William A. Porter represented the applicant.

North Carolina: Scrap between Capitol Broadcasting Co., Inc., of Raleigh, and Radio Station WFNC, Fayetteville, over construction permits for new transmitters was partly settled by the recommendation of Examiner P. W. Seward for a granting of the Raleigh plea. C. Frank Walker and Waldo W. Primm, applicants for the Fayetteville station, are not residents of the community, Seward pointed out, but live in Rocky Mount, nearly 100 miles distant. Evidence presented by them on question of need for additional radio service in the area was described by the examiner as 'fragmentary and not convincing.'

Application of Capitol Broadcasting was termed okay in all respects, except for possible interference to WSOC, Charlotte. This, however, would not be noticed.

A. D. Lasker in Tokyo

Tokyo, Oct. 25.

Albert D. Lasker, head of Lord & Thomas ad agency, accompanied by his daughter Frances and her friend Peggy James, arrived here Sunday (17), on world pleasure trip.

Local business colony skedded full week of entertainment.

able to listeners, Examiner Seward pointed out. Fayetteville request was for 250 watts daytimes on 1210 kc, with Raleigh group asking for the same frequency with 100 watts nights, 250 watts days.

Texas: Daytime smallie for Dallas was recommended by Examiner Robert L. Irwin, providing three other pending applications for a local station in the same city are squashed by the commission. Administering snubs to KPLT, Paris, and the Dallas Broadcasting Company, Examiner Irwin ruled that operation of proposed station by Centennial Broadcasting Corp. would be both legal and proper. Stock of the applicant corporation, amounting to \$50,000, is held in trust for the Times-Herald Publishing Co., publisher of the Dallas Times-Herald, and counsel for KPLT moved to strike the application on grounds that the newspaper company was not authorized to operate a broadcast station.

In addition to throwing out the motion of KPLT, Examiner Irwin ruled that respondent, Dallas Broadcasting Co., was out of order in its attempt to stymie centennial's request through a claimed violation by centennial of commission regulations. Contention of Dallas Broadcasting's counsel was not supported by F. C. C. rules, Irwin held.

Times-Herald group already owns and operates KRLD, Dallas, but plans to confine activities of the new station entirely to local needs, if the application is granted. Also proposes to charge low rates and promises to ban all patent medicine, lottery and other questionable programs from its schedule.

Applicant was represented by Eliot C. Lovett, with Matthews Blanton appearing for KPLT and Paul D. P. Spearman appearing in behalf of Dallas Broadcasting Co.

NEW APPLICATIONS

Alabama: Harry M. Ayers, Anniston, new station to be operated daytimes on 1420 kc with 100 watts.

California: KGGC, San Francisco, day juice jump from 100 to 250 watts.

Florida: WDAB, Tampa, change frequency from 1220 to 780 kc, install directional antenna for all-time use. Michigan: King-Trendle Broadcasting Corp., Pontiac, new station to be operated on 1440 kc with 250 watts, using directional antenna all times.

North Carolina: F. C. Todd, Gastonia, new station to be operated on 1420 kc with 100 watts nights, 250 watts days.

Ohio: WGAR, Cleveland, new relay broadcast station to be operated on 1622, 2058, 2150 and 2790 kc with 100 watts.

Pennsylvania: Keystone Broadcasting Corp., Harrisburg, two new high frequency relay stations using the following assignments: 31,100, 34,600, 37,600 and 40,600 kc with 50 watts; 31,100, 34,600 and 40,600 kc with five watts.

Washington: Michael J. Mingo, Tacoma, new station to be operated on 1400 kc with 250 watts.

In Canada

New CBC restriction limiting transcribed programs to half-hour duration, only after 7:30 p. m. has affected most schedules on smaller stations throughout the Dominion. The little lingers are putting on vox pop and hobby programs to fill in, the expense of such shows being rather negligible and within the smallest budgets.

Exclusive Music, through Sid Mills, has acquired the publishing rights to 'The Wind and the Rain,' new song written by Wherry Hayes, musical director, and Earl McCarron, program director at CKCW, Moncton, N. B.

'Ukelele Bill' and his hillbilly troupe back on CKNX, Wingham, Ontario, on a barnstorming tour of farm regions.

Johns Manville sponsoring live musical program on CHLT, Sherbrooke, which is fed CHLP, Montreal.

All-Night Hoof Show

Atlanta, Nov. 9.

B-B Headache Powder will sponsor WATL's 'Dancing 'Til Dawn' program Saturday nights. It runs from midnight to six a.m.

First two hours has a dancing audience of 1,000 with an orchestra. Final four hours continue with Associated Library pancaes.

KVOO-WKY Share Show

Tulsa, Okla., Nov. 9.

First of series of programs for Oklahoma Tire and Supply Co., southwest auto accessory chain with general offices here, began last Sunday over KVOO, Tulsa, and WKY, Oklahoma City. Program at 5 p. m. for half hour fed to WKY from KVOO.

Called 'Sunday Afternoon Social' it has Ed Coatney, Rowdy Wright and his Jolly Cowboys, Toby Nevins, Francis Bremen and the Wood Sisters.

WMMN DROPS REMOTE STUDIO IN CLARKSBURG

Fairmont, W. Va., Nov. 9.

Station WMMN, of Fairmont, which has maintained studios in both Fairmont and Clarksburg for two years, closed its Clarksburg studio and in future programming will be confined to the home town of the station. Station WBLK, chained with Parkersburg and Charleston, now supplies Clarksburg programs.

Bristol, Tenn., Nov. 9.

WOPI will set up studios in the Homestead hotel at Kingsport, 20 miles from here.

Starts off with a series of the conventional values to local industries.

Serio-Comic

(Continued from page 31)

pretty fast in catching the trend, leading to the suspicion that the transcription and platter fraternity is more alert than it used to be.

As for war forums—this is a topic bred of 1937 political embroilments. It's a topic with a controversial air, but radio locally has got help to it because U. S. sentiment is undoubtedly so pacific that the subject is removed from the hands-off class.

Nostalgic element is also introduced. Legionnaires are invited to the mike to tell of the mud of France (note the audience participation), and peace societies hold debates. As yet, this pacifist air literature hasn't become nationwide, but it's apparent that percentage-wise the peace stuff will make the greatest gains in the next few months unless radical world developments, lessening military dangers, set in.

Other novelty stuff, by now pretty familiar but still good for a whirl, includes: women reporters, camera clubs, bridge lessons, and by all means familiar music. Maybe the revival of familiar music was prompted by the community sings wherein the audience only knew the lyrics to songs of 10 years ago.

Whatever the case, there's a big up-beat in oldtime music (this goes for the webs, too). 'Melancholy Baby' bids fair to run a close second to 'Rock in December', to judge by local reports.

Last, but not least, the familiar daffodils must be mentioned. Novelty breeds more novelty, and the one-time stunts have got to a point where the local ether is going absolutely whacky. Some of this clowning may be expected to become permanent, but the trend sizes up on the whole as pretty ephemeral. Without rubbing the fur the wrong way, it seems safe to say that as soon as those new AF of M contingents get parked in local stations, the musical trend will make the old type of goofy novelty too dated for star billing.

Al Schneider, of N. Y. Columbia Artists' Service in Chicago for look-over of CBS talent with an eye for picture possibilities. Signed options on Janet Logan and Patricia Dunlap.

Frisco Expo Exploitation

San Francisco, Nov. 9.

With the addition of a new series titled 'Exposition Highlights' to be broadcast over Columbia's KSFO in San Francisco on Mondays at 9:45 p. m., the total number of programs being devoted exclusively to the 1939 Golden Gate International Exposition now reaches six per week.

This schedule will be gradually stepped up until the opening of the fair when an estimated total of 25 programs daily will be broadcast from Treasure Island, under the guidance of Arthur Linkletter, chief of the Exposition's Radio and Public Address Division.

HARRY SALTER

RETURNS
TO CONDUCT

Your Lucky Strike Hit Parade

Beginning Saturday, Nov. 13th

OVER C.B.S.
10-10:30 E.S.T.



THOMAS PATRICK, Incorporated

HOTEL CHASE, ST. LOUIS

REPRESENTATIVE: PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

C.I.O. GLOWERS AT COMMISH

Donald Flamm Steers WMCA, B'way Station, for Emphasis on Prestige

WMCA, N. Y., when it moves into its new studios in January, will attempt to lift the level of its program—appeal by adding prestige by airing of serious music. Donald Flamm, broadcaster has, in the past, more or less identified itself with Broadway, and airing of classical music and lognette-lifting shows has generally been overlooked.

Station's fundamental idea now is to enlarge its audience via more diversified appeal. Already has commenced its campaign. Most of the sustaining specials added to the

log recently have been of the sort aimed at the more discerning listener. School of Music Appreciation and Arts has been given time; weekly "Editor Speaks" is a compilation of high-toned editorials culled from publications; Johann Steel has been added to staff to disseminate on serious slants on international politics; "Road to Peace" program starting on Nov. 14 will interview Congressmen from Washington on what they individually are doing to keep the country out of war; J. W. Marriott cables over reviews of legit in London which are given over to WMCA; reports on N. Y. Board of Estimates' meetings are oozed for the civic-minded citizens.

Other newly added programs are scaled similarly on the station now.

PRO-BOSS BIAS CHARGE HURLED

Union Angered by Ship Employment Defeat and Also Radio Station's Special Permission to Go Silent During Strike

F.C.C. JUMPY

Washington, Nov. 9.

Fast-spreading antagonism of the Committee for Industrial Organization toward the Federal Communications Commission threatens to embarrass the regulatory agency and add ammunition to the arsenal of broadcast critics in Congress.

Refusal of the Commish to give a lift to the CIO's organization drive in broadcast business and other branches of radio has infuriated the laborites. Prospect is their woes will be aired in Congress by pro-union legislators. Consequently, FCC members are wriggling uneasily and wondering how to handle the labor issue.

Enmity of the John L. Lewis group is based on two factors. Most immediate cause of resentment is failure of the FCC to make jobs for union operators in applying safety-of-life-sea regulations to steamship lines. Combined with this is feeling that the Commish should give at least moral support to the membership drive and crusade to force broadcast stations to recognize CIO union. Other chief cause of complaint is the FCC attitude toward non-commercial broadcasting, with laborites taking same slant as educators, religious groups, etc.

Out in Open The tiff between the Commish and the CIO broke into the open again right under members' noses Thursday (4). Charge that the government body is prejudiced was heaved by Ralph Emerson, legislative representative for the unionites, after hearing on the request of Eastern Steamship Co. for exemption from stringent safety requirements. Beef about bias was prompted by refusal of Chief Examiner G. Davis Arnold to allow American Radio Telegraphers Association to participate in proceedings. Arnold's action was based on ARTA's failure to ask leave to intervene.

Direct threat to tattle to Congressional denouncers of the FCC was made by Emerson, who declared he has the backing of numerous Senators and Congressmen. Commish attitude toward CIO people will be ventilated in legislative chambers. Emerson predicted.

Protests that the Commish is either anti-labor or pro-employer are being circulated in union circles and probably will bring Congressional repercussions. Caught in the middle of the labor war, the Commish is denounced for not applying pressure to licensees which will smooth the path for ARTA and bring broadcasters to sign on union terms.

Chief squawk of this sort grows out of recent incident where the Commish allowed a station threatened with strike by CIO forces to go off the air temporarily. Labor chiefs take the slant that the FCC easily could have denied the plea, forcing the management to recognize the union and sign a contract. Commish is merely a strike-breaker in the eyes of the unionites.

So far the FCC members have been fairly successful in walking the labor tightrope but all are fearful that eventually they will have to take sides between the American Federation of Labor and the CIO. They are hopeful, therefore, that the strike between the union camps will be closed before some dynamite-filled radio issue arises.

Bernie Armstrong and Dot and Pat (new program) on KDKA, Pittsburgh, will have Elsie Lichtenstul as mistress of ceremonies.

Paid President, with Prestige In and Out of Radio Business, Is Wanted, Phil Loucks Finds

Washington, Nov. 9. Idea of retaining a strong man to serve as full-time front for the broadcasting industry has the general support of business chiefs, according to indications in initial flood of suggestions about reorganizing the National Association of Broadcasters.

With first committee session carded for late this month, Philip G. Loucks, former NAB managing director and reconstruction crew boss, is mulling several score of letters from big and little broadcasters who favor thorough overhauling of the trade body. Loucks also is researching into the history of similar institutions in other lines of business for clues to the way comparable problems have been handled.

Pondering a wide variety of constructive suggestions, Loucks finds that the first batch of replies to his appeal for help contains strong endorsement of the paid president scheme but general aversion to hiring of a big-name character for window-dressing purposes. The czar proposition doesn't seem to be going over very well, although letter-writers agree on desirability of having a high-class exec to co-ordinate the various factions and act as spokesman and negotiator.

What the industry seems to want is an individual combining prestige, aggressiveness, and ability. Broadcasters contacting Loucks to date dislike thought of engaging a politician or someone else who has nothing but a name to offer. Want a person of demonstrated executive capacity, preferably with some appreciation of both industry problems and the importance of public, labor, and political relations.

Flexibility in the NAB, with provision for greater unity among various categories of broadcasters, also seems to be one of the principal wishes of the industry. Sentiment is almost evenly divided on the suggestion of rigid departmentalization, but all scribblers so far feel a national agency is indispensable. Independent stations, network affiliates, and clear channelers all believe the industry must stick together through the medium of a central trade org.

Lively interest is being shown by the trade in the problem of modernizing the NAB. Besides the dozens of written ideas, Loucks has received a wide assortment of suggestions from broadcasters making personal calls to exchange thoughts on the needs of the industry and the political, regulatory, and labor situations. Persons identified with all factions are ready to cooperate in solving the problem.

Promising that all activities will be exposed to sunlight, Loucks will call the committee together around Thanksgiving and present a preliminary reorganization scheme for further deliberation. Final scheme will be ready shortly after the year-end

in accordance with arrangement to hold membership meeting in February and comply with constitutional requirement about advance notification.

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PAUL WHITEMAN

LAST OF NOVEMBER 1937

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AND HIS ORCHESTRA
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FRENCH CASINO
NEW YORK
Brunswick Records

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Second Year for Tums
WLW and NBC Red, Coast-to-Coast
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POLICY CASES MUST WAIT F. C. C. REVAMP; GROUNDWORK FOR REFORMS IS SLOW

Meanwhile Personal Propaganda of Job-Jittery Employees at Peak—McNinch Has Not Fully Developed His Plan of Action

Washington, Nov. 9. Prolonged delay in settling many policy problems but rapid adoption of sweeping reforms was indicated this week as Federal Communications Commission approached the date set for abolishing the present three-division structure.

With brief postponement of the scheduled shift to new procedure possible, Broadcast Division members today (Tuesday) made a desperate attempt to clear their docket before the handling of radio cases is turned over to the full seven-man board. Because many knotty cases involve fundamental regulatory principles, numerous matters of widespread interest—such as leases, newspaper ownership, and power jumps—were stepped.

Whether the Broadcast bench is chopped up this week depends upon the speed with which the full Commission can consider and adopt new rules governing administrative functioning. Special committee of department heads, chairmanned by Chief Counsel Hampton Gray, spent several days last week drafting a code under which the F. C. C. will operate under the new policy.

Stop-Gap Guide
Possibility that rule changes may come in installments is suggested by delay in rewriting the regulations to conform to conditions which will exist when the divisions go out of existence. Committeemen are working primarily upon a skeletonized book which will serve as a stop-gap guide until various details of new procedure have been settled by Chairman Frank R. McNinch and other bosses.

Instead of merely adapting the existing administrative rules to the new situation, the revision crew is taking up recommendations for basic reforms which may have a pronounced effect upon the conduct of the broadcasting industry and eliminate confusion over overlapping policies. Under consideration are such matters as creation of a motions docket, automatic hearings on requests for new stations, power boosts, and sales, conduct of hearings, and greater separation of attorneys, engineers, and examiners.

Rewriting job has been both complicated and retarded by lack of information about the system McNinch intends to put into effect when the divisions are erased. Even colleagues who favored the structural remodeling have no idea if the chairman expects each individual member to specialize in a certain field and assume responsibility for handling all cases on particular subjects or whether he will distribute volume of administrative work without regard to hobbies and pet interests of his associates.

Change-over presents a good many important problems, most of them of direct concern to broadcasters. Whether the legal and engineering departments shall keep on with subdivisions engaged primarily in radio, telegraph, and telephone business is unsettled. There is confusion whether a single member will be charged with presenting recommendations over turning applications over to examiners. A host of other practical considerations are perplexing the Commission.

Policy-making cases which have been on the books since the death of Anning S. Prall will remain spindled until the change-over is completed. This is practically imperative, since McNinch and at least two of the other Commissioners do not have ample background on radio subjects to pass on contested applications which present serious problems of principle.

Familiarity
Because of his previous work as chief engineer, Commissioner T. A. M. Craven is virtually the only member aside from Judge Eugene O. Sykes and Governor Norman S. Casper who is in a position to vote on the raft of pending examiners' reports. Commissioner Thad H. Brown, who was with the old Radio Commission for years and served at the outset on the Broadcast Division, has wide general knowledge of all radio aspects and could crush up quickly on individual facts in particular matters.

But Commissioners Paul H. Walker and George Henry Payne have relatively scant acquaintance with details of broadcast business, while McNinch, occupied with a multitude of administrative affairs, has not been able to educate himself completely on either policy questions or specific cases.

Aside from the numerous long-pending requests which have not been acted upon, the Commission is expected to require considerable time before adopting new allocation and engineering principles. The results of last year's extended technical hearing on super-power, channel categories, station duplication, and similar issues are not likely to become visible until several more weeks have passed. One factor in the delay is the mass of work upon Commander Craven, who has been trying to finish his report on economic factors so the Commission can make the whole allocation problem.

With the first concrete move in the reorganization near consummation, there is growing speculation about personnel changes. Entire staff is sitting on the chair edge waiting for clue as to the truth of dozens of rumors that this person and that is marked for execution.

Wholesale purge in the legal department is reported in prospect, with lesser upsets in examining and engineering forces forecast. Names of a half-dozen lawyers supposedly due for ousting are mentioned frequently by outsiders and Commission subordinates. Now a score of prominent staffers are apprehensive, with even rank-and-file clerical help jittery. Much wire-pulling has resulted, with personal propagandizing hitting new highs.

Ronald Woodyard Goes To WLAR, Portsmouth, O.

Cincinnati, Nov. 9. Ronald B. Woodyard has purchased interest in WLAR, Zanesville, O., from Frasier Beams of Toledo, subject to approval by the F. C. C. For the past few weeks Woodyard has been an assistant to James Hanrahan, v. p. of Scripps-Howard Radio, with headquarters in Cin. Woodyard is severing connections with Scripps-Howard Radio to assume active management of WLAR Nov. 15. Before coming to this city Woodyard was assistant general manager of the Sioux Falls Broadcasting Co., operating stations KSOO and KELO in Sioux Falls, S. D. Previously he was sales representative for Wern, Cedar Rapids, and KRNT and KSO, Des Moines.

Educational Upeat

Philadelphia, Nov. 9. Success of teach-the-kids shows on Chicago stations during recent influenza epidemic, sending Philly outlets flocking into the educational stuff. All are receiving enthusiastic co-operation from county Board of Education.

Both WFIL and WDAS have come to terms with the pedagogic excess during the past week. Each airing two shows a week. WFIL has one written and produced and narrated by the moppets with aid of their teachers and Margaret Schaefer, WFIL program director. It shows mom and pop what Junior is learning.

WIP Tilts Its Scale

Philadelphia, Nov. 9. With new transmitter and antenna, which it claims greatly increases its audience, WIP has upped rates all along the line about 25 per cent. One hour at top of the card has been tilted from \$187.50 to \$234.50. Quarter hour goes from \$75 to \$93.80. Local retail discount remains at 33 1-3 per cent.

Herb Alvert Joins WFEN

Philadelphia, Nov. 9. Herbert Alvert, formerly of WFAB, New York, has been added to sales staff at WFEN here.

Staff, which George Lasker, new sales manager, is building, now consists of five full-time men.

CRANDALL MANAGES KOVC

Many New Faces at KFEL, Denver, Include Maxwell Hage

Denver, Nov. 9. Mark Crandall, of the sales staff, and Al Stevens, announcer, have left KFEL for KOVC, Valley City, N. D., where Crandall will be manager.

Newcomers at KFEL are Bert Seiver, to the technical staff; Frank Ford, recently manager KGCW, Mandan, N. D., to clients' service department; Duncan Wagner from KGFV, Kearney, Neb., as announcer; Fred Graham, returning from the Coast; Hettie Bernhardt, formerly with Colorado Club Women publications, to the commercial staff; George Luck, former merchandising manager KGNK, Amarillo, Texas, and Maxwell Hage, formerly radio production manager for United Press.

RALPH ATLAS FILES FOR FACSIMILE IN CHI

Chicago, Nov. 9. First application in Chicago for facsimile broadcasting has been made by Ralph Atlas for his WIND.

If granted permission he intends to install receiving sets in 150 strategic spots in this area, including hotels, depots, and building lobbies.

Visio Bids by G. E.

Washington, Nov. 9. With four applications, General Electric last week headed the line of candidates for new television berths opened up by the Federal Communications Commission under orders extending government jurisdiction to 300,000 kc.

Although the order does not become effective until next October, G. E. asked the Commission to grant assignments for quarter of picture transmitters using the 44,000 to 50,000 ribbon. Two of the four would broadcast image and sound simultaneously, using the 10 kw for visual and 3 kw for aural operation. The other pair would use 40 watts each for pictures alone.

Transmitters would be located at Albany, Easton, Conn., and Schenectady.

Stock Versus Cash

Indianapolis, Nov. 9.

According to Eugene C. Pulliam, owner of WIRE here, only one employee voted for cash bonus instead of stock, as did all the rest of the staffers. Balloting was part of employees dinner and get-together that Pulliam threw on Wednesday (3).

Pulliam employee bonus plan goes into effect Oct. 1, 1938; with complete details still being worked out.

Frisco Employe Shifts

San Francisco, Nov. 9. Vann Connors, newscaster-producer at KJBS, now production manager of KQW, San Jose, with the return to Gordon Brown to the KJBS 'Night Owl' program, Victor Paulsen shifts to daytime duty as producer, announcer and operator.

Wendell Stewart, operator, has left KJBS to join RCA communications and George Stuard, announcer-operator, moved to KLX, Oakland. Another KJBS announcer-operator, Kenneth Owen, recently joined CBS staff in Hollywood, and Mikeam Fred Henry left to join the KNX announcers in the same city.

Columbus Auto Show Aims

Columbus, Nov. 9. Columbus Auto Show getting hour and 15 minutes a day on air over two local stations. WHKC is carrying two radio broadcasts a day from show and WBNS picks up half hour of dance music by Dave Diamond's orchestra every afternoon.

Later station also making 15-minute transcription of interviews with show visitors every day, playing it on the air later same day.

Mary McBride has joined the BBDO floor publicity dept. Formerly with the N. Y. Sun.

RADIO SHOWMANSHIP

(Attention-Getters, Tie-Ups, Ideas)

Outstanding Stunts

'MIDDLE MAN'
WMAZ, MACON, GA.

Small Cost Novelty
Macon, Ga.

A new type of broadcast, economical in production, appeared on station WMAZ here recently and has already been carried to three other stations by its sponsor, the Castleberry Food Company, Inc. Announcer asks riddles over the air and awards to the first person telephoning the correct reply, a can of the sponsor's product.

Originated at WMAZ, the Riddle Man is now on WAIL, Atlanta; WAIM, Anderson, S. C.; WRDW, Augusta, Dickersons on for a similar program over WJAX, Jacksonville.

Riddle man sits at the microphone with a direct line telephone at his elbow. Listeners can hear the phone ring, the announcer's conversation and occasionally the answer is heard too. If the correct answer is given, listener is asked for name, address and the name of his favorite grocer.

A card is mailed the grocer telling him the winner will call on him for the award.

Best riddle mailed in from city and from out of town are awarded pressure cookers. These must be written on labels of sponsor's product.

Start For Milk Company
Boston.

N. W. Ayer & Son, Inc., Boston, is handling the WABW-Wing Milk Company Junior High School dramatic periods, keeping in mind that the little things in life mean the biggest. Votes for the best performance each Wednesday are either left in empty milk bottles or given to the milk man. The latter enables personal contact.

Kids are treated to crackers and milk following their milk duties. Boston and suburban schools are guests, which is a local publicity story in each case. Agency distributes specially printed cards in each community. Winner of the card receives free scholarship to Emerson College, Boston, valued between \$300 and \$400.

Congratulations—With Flowers
Chicago.

Ruth Brine, recently commentator for WBBM, joins Auspitz & Lee ad agency to work on Evans Fur radio show.

First assignment on WBBM-Evans 'Today's Heroine', in which she fills a 3-minute spot congratulating some person in the news. Telephone stunts in by sending the heroine flowers.

Celebs As Crowd-Getters
Chicago.

Radio gossip club on WTMJ conducted by Ed Thompson, radio editor of Milwaukee Journal, for Nelson Bros., furniture dealers, brings in Chicago radio celebrities from three networks for interviews.

Show is done from sponsor's store, and on morning of broadcast, at least a dozen cops stand at door forbidding any to enter who haven't tickets. When store is filled, doors are locked until after broadcast when salesmen go to work.

Celebs interviewed are paid expense money; Journal publicity, and store radio exploitation.

WWJ's Hunter's Roundup
Detroit, Nov. 9.

WWJ will air annual 'Hunters' Roundup' from Alpena, Mich., on Nov. 12. Will be handled by announcers Bob Stanton and Charles Gussman, Producer Wellington Granow, and three WWJ engineers with station's mobile unit.

Program will include interviews with some 2,500 hunters expected to attend roundup; music by a clown dressed in residents, and community singing.

Newspaper Program
San Francisco.

'Making of a Newspaper' half-hour Friday night program sponsored by the San Francisco Examiner over the Hearst station, KFYA, is being used to ballyhoo the morning daily and its various departments. The shows combine drama, commentary and music, with Don Dudley, who directs radio stories and writes for the Examiner, writing the script for the dramatic portion.

Later sully deals with an important story and how it was handled. Darrell Donnell, Examiner radio editor, does the commentary, broadcasting direct from the department heads, and quizzing the department head.

Making a Week of It
Rochester, N. Y.

WHEC launches seven-day 'Salute to Rochester' to celebrate remodeling and enlarging studio. Frank E. Ganett, publisher and owner of station, led off.

Monday school children 'took over station' more than 60 sitting in on all jobs from vice-president and gen-

eral manager down, including sports, news and inquiring reporter programs and technicians and clerks filled in as hostesses at office desks. Amateur hour with talent from 10 neighboring towns Tuesday evening. Four state Grange officials talked on rural problems.

Civic leaders, industry and business, tour of station with introduction of members of station staff, salute to culture and churches (minister, a priest and a rabbi) among items on gala calendar.

To-day's Most Courteous
Indianapolis.

Co-op tie-up between WIRE and the Indianapolis Police Dept. has police radio palman the alert city for each day's 'most careful and courteous auto-driver.'

When the assigned cop makes his pick, he hands down license number of car, and it's trace through state auto license bureau here. Next day, Lieut. Lawrence E. Fanning gives out a previous day's selection from his palman's log.

In addition, safe and polite driver gets a card, citing him for his or her efforts, signed by Chief of Police Morrissey and Bill Clark, WIRE manager.

Radio vs. Newspapers
Lincoln.

After the disaster of last summer when KFAB-KFOR radio personalities dominated the newspapermen in softball, 6 to 8, in an extra inning game, comeback trip of radio was given the written chance by Jack Hansen fathomed a spelling bee for tomorrow (10) night. Nine on a side and it's a studio show. If he scribbles out his time—the next contest will be in embroidery.

Memory Melody for Java
Indianapolis.

WIRE now has one of those 'Memory Melody' things going for Norwood Coffee, with the come-on being free glass of coffee. All the listener has to do to get the breakfast beverage is to name all seven of the un-named tunes played.

Jack Steek's Novelties
Philadelphia.

Two shows which he devised himself and has been running on stage at Fox's has been heretofore handled by Jack Steek over WFIL. First is 'Auction Court', which utilizes studio ad. List of various articles is prepared in advance and put in hat. Name of item is called out by Steek and members of the audience having such an article with them (a gold tooth, Fringstone) come to the mike and tell why this is best. Seven prizes dished out.

Other show is 'Corn Hustlers' Revue', amateur hour with the corniest act getting the cake.

Blind Organist Inspires Girls
St. Paul.

With fan mail piling up for Dr. Francis Richter, the station's radio staff organized a contest asking how he handles the keyboard, KSTP decided to give all the folks a look. The program was broadcast live, and members of the audience having such an article with them (a gold tooth, Fringstone) come to the mike and tell why this is best. Seven prizes dished out.

Plan elicited almost instantaneous response with a sponsor going the whole series during which Richter, an organ and a leader for community sings will go into 50 United Grocer stores in the dual bursts.

Missing CBS Accounts
Springfield, Vt.

To its clearly-minded daily program schedules, mailed to account executives of agencies, including those handling Columbia network shows, WNEB affixes pink office memos, apparently written by the switchboard girl to Manager Phil Hoffman.

Sheets carry message that telephone traffic has increased markedly since station joined Columbia. Listeners asking about certain web commercials 'only you do to carry the program. What is the solution, then?' Signed 'Bess.'

Below is diagnosed: 'Account Executive—Can You?' Inked 'Phil Hoffman.'

Getting Business Men's Attention
St. Louis.

A broadcasting and promotion stunt was pulled by WTMV last week when its portable recording machine and Program Director Woody Klose followed a group of St. Louis business men across Illinois. The trip, sponsored by the St. Louis Chamber of Commerce and participated in by 72 business men from St. Louis and East St. Louis, was a luncheon on well near Flora, Ill., brought in. Klose made the first recording as the caravan entered Illinois and then added others at a luncheon preceded the oil well digging.

Promotion angle was developed the next p.m. when WTMV broadcast the recording of business men only written, each of the participating business men to listen and each of the 72 names were on the record.

WB HOUSES JOIN M.P.P.A.

Music Publishers Protective Association has practically every major publisher now enrolled as members. Representation took an appreciable jump last week when the membership of three of the Warner Bros. firms were enlisted as well as the two concerns owned by Max and Louis Dreyfus, the Chappell Co. and the Crawford Music Co. Only major company still out is Irving Berlin, Inc., but Saul Bornstein, its v.p. and g.m., has indicated he will submit his application soon.

Firms noted above did not renew their memberships when the MPPA went through a reorganization last year. Warners didn't like the heavy membership fees it would have to pay for the three firms, but this problem has been solved by cutting the MPPA dues down to the point where \$50 a month is the maximum.

TEXTILE ROYALTIES AMOUNT TO \$1,700

Mechanical rights bureau of the Music Publishers Protective Association will distribute this week the first royalties the industry has collected from the use of musical numbers in the making of textile designs. Byron C. Moon, Inc., advertising agency, holds the patent on the idea and the amount it has paid over to the MPPA is \$1,700.

License given Moon by the MPPA guarantees a minimum payment of \$100 for each composition used. Moon outfit figures that it will use at least 250 copyrighted numbers during the coming year.

Barney Gerard Scripts 'Music Publisher' for Pix

Hollywood, Nov. 9. Barney Gerard has completed a screenplay of his musical satire, 'The Music Publisher,' which he produced on the Shubert vaude circuit many years ago.

Yarn deals with the atmosphere in a publisher's office and the success and discouragement of a songwriting team.

WILLIAMS FALL FEATURES
Season's Loveliest Melody
MOON AT SEA
Tune-terrific! Melodramatic!
Score
COTTON CLUB PARADE!
**She's Tall! She's Tan!
She's Terrific!**
**I'm Always in the Mood
For You**
Harlem Bolero

Will Hudson's New Jam-orous Hit:
Sophisticated Swing
I'm Just a Country Boy at Heart
England's New Ballad Hit
**THE GREATEST MISTAKE
OF MY LIFE**
MILLS MUSIC, INC.
NEW YORK, N. Y.

Unquestionably the Two Greatest Ballads of the Season
That Old Feeling
By LEW BROWN and SAMMY FAIN
From WALTER WANGER'S "VOGUES OF 1938"
— And —
Still Love to Kiss You Goodnight
By WALTER BULLOCK and HAROLD SPINA
From WALTER WANGER'S "52nd STREET"
A Big Hit from the Middle West
Josephine
By GUS KAHN, WAYNE KING and BURKE BIVENS
LEO FEIST, Inc. 1629 Broadway New York
CHESTER, COHN, Gen. Prof. Mgr.

Team's 'Time' Tunes

Hollywood, Nov. 9. Sam Stept and Charles Tobias have turned in two tunes for 'Having a Wonderful Time' at RKO. Titles are 'First Impressions of You,' and 'Nightie Night.' They will be sung by Fane Rhodes and the Vagabond Trio.

Al Newman's 'Home Made Jam' also will be presented in the film. Roy Webb is scoring.

4 N. Y. SONG PLUGGERS KILLED IN AUTO SPILL

Four professional music men were killed Nov. 5 when the car in which they were traveling at more than 65 miles an hour crashed into a guard rail on the Albany Post Road near Hyde Park, N. Y., and overturned in a ditch. Victims of the fatal accident were Ottavio Corplanano, 21, known in the music field as Billy Campbell, an employee of Mario Music; Donald R. McBeath, 28, of Witmark; William J. Kelly, 22, of Harms, and Alex Giannini, 26, of Remick.

The youths were returning from the opening of Al Jahn's orchestra at an Albany nitery in the car said to be driven by Campbell. All had been urged to make the trip by train but decided to go by auto instead.

Professional Music Men, Inc., held a memorial service last Friday for the dead, in lieu of the regular meet, which is slated for this Friday. Most pressing current business are plans for the annual spring benefit.

CONSPIRACY SUIT

'Gone With the Wind' Song Brings Action Against Berlin

'Gone With the Wind,' Irving Berlin, Inc., song publication, is the subject of an alleged conspiracy suit by Fred Rose, Ed G. Nelson and Hyman H. Zaret against Berlin's, Saul H. Bornstein, Harry Link, Herb Magidson and Allie Wrubel. Latter two songsmiths authored the 'Wind' song, which Berlin, Inc., presently publishes and which Link and Bornstein exploited.

Rose, Nelson and Zaret's claimed conspiracy is predicated on a similarly titled song which they wrote in August, 1936, and placed with Berlin's, only to discover that the firm didn't issue their publication, but kept it off the market, meantime getting to work on the Magidson-Wrubel song.

This is not a copyright infringement suit, although plaintiffs aver the songs are similarly themed. It's brought in N. Y. supreme court by Charles S. Rosenschein, of J. T. Abeles' staff, on grounds of conspiracy, and an injunction and damages are asked. It's charged that the value of Rose-Nelson-Zaret's song has been destroyed through this keeping it off the market.

'Golden West's' 9 Tunes

Hollywood, Nov. 9. Herbert Stothart has started scoring nine songs for 'The Girl of the Golden West,' which William Anthony McGuire is producing at Metro. Robert Z. Leonard is directing.

Gus Kahn and Sigmund Romberg ditted up the nine tunes.

In with a Blast

Los Angeles, Nov. 9. Louis Armstrong "Band" goes into the Vogue nitery Nov. 13.

It is the aggregation's first Coast appearance in six years.

Jones, Alpert Place Tune

Jack Mills has just published 'A Million Stars Just Can't Be Wrong' by Arthur Jones and Pauline Alpert. Latter is on station WOR as pianist and recently aligned with Jones, playwright, to compose.

BETTER UNDERSTANDING LOOMS IN BIZ OF MUSIC PUBS AND THEIR FILM BOSSES

Hollywood Has at Last Realized That Production Convenience Can Ignore Publishing Angles Only at a Price—New Liaison Officers

Hollywood, finally, is giving Tin Pan Alley something of a break. Anyway, it's more than t.p.a. has had ever since the film-music alliance came into being. Hollywood's break comes via a disposition to co-operate with the hit-makers more so than ever before.

It's come about through Hollywood's appreciation of the fact that a good song can (1) be interpreted into direct boxoffice values for the film, and (2) that the back-east Tin Pan Alley alliances must be economically protected.

Every major studio today has some sort of a music publishing affiliation. Some directly subsidize; others have contractual arrangements for reciprocal cooperation. In either event it means a desire by the Coast to see its tunes made hits and hear the handwork of its eastern collaborators via plugs on the air, dance floors, etc.

It's for that reason that Hollywood is finally harkening to the Eastern idea of at least cooperating by seeing that the song material has basic merit; that the tunes are commercially potential, rather than merely incidental to the film.

A Reversal

Hollywood producers up until now have taken the attitude that nothing matters but the picture entertainment. If that clicks, what price song plug? Who cares if the tunes become hits, if the music publishing affiliates stay in the black or go broke trying to make 'dog' tunes, or anything of the sort.

Tin Pan Alley knew all that and was thankful bulk small favors, delighted just to have even the privilege of a Hollywood look-in.

But when Hollywood became clamorous for song hits, and decided that it was b.o. (or ego) that the tunes get plugged extensively on the air, then the east finally had a good cause for debate.

Tin Pan Alley, besides, proved that a song such as 'Whispers in the Dark,' judiciously spotted in Paramount's 'Artists and Models,' didn't exactly hurt that picture. Or, that that Walter Wanger saw to it that 'That Old Feeling' was spotted

into 'Vogues,' it likewise didn't prove a liability either.

When publishers finally told their financial allies from Hollywood that either the Coast subsidize the song-pluggers, and make the tunes a sort of musical trailer for the film, or else do the most practical thing—see that good tunes were spotted into the pictures.

An Obscure Knack

This is finally coming to pass. Producers in Hollywood who had a good argument that if they knew what to do with story values and name talent why couldn't they also interpret songs for film musical entertainment, are finally giving in to the argument that for some peculiar reason the knack of picking good song material is a special 'feeling' all unto itself.

Producers now seemingly appreciate the old Tin Pan Alley maxim that the man who could pick song hits would be worth \$1,000,000 a-year to the industry, because he'd save many millions more in wasted plugging of inferior song material. It's no secret that certain film producers are nerds about certain songsmiths who, seemingly, are very adept in writing 'situation' lyrics. These tunesmiths have been content to collect around \$1,000 a week drawing account as chiefly Hollywood scripters. The public performance revenue from ASCAP became a secondary issue, as a source of income, and the least consideration became the hit-selling possibilities.

Seemingly none thought of the poor music publisher who can only make any money if sheet music sells. Publisher's stock argument that the boys weren't writing popular songs any more went for naught.

But now there's more inclination to see that the music publisher has a liaison at the source for that very purpose. Abe Frankl is doing that for Famous Music (Par). Edwin H. Morris has just gone to Hollywood to headquarters at Burbank for six months as liaison between the Warner Bros. plant and their allied Witmark and Remick firms. In Louis K. Sidney and Jack Bregman, Feist and Robbins hope to achieve a closer working accord. And so on down the line.

BREGMAN EAST AFTER COAST TUNE SURVEY

Hollywood, Nov. 9.

Jack Bregman, head of Leo Feist, Inc., which will publish all Metro film songs, has returned to New York after a three-week sojourn collecting information on the compositions coming up during the season.

Besides the Metro tunes, the Feist organization also will print the songs which Mack Gordon and Harry Revel will write for 20th-Fox pictures. It is also likely that the firm will handle other 20th-Fox tunes, and a group of Universal numbers, with Robbins Music Co. doing the balance.

Bregman plans to return here in January for a six-week stay.

Porter Tuning Gallopers

Hollywood, Nov. 9.

Low Porter will direct the music for a series of six musical westerns which Jed Buell will make for Spectrum releases with Fred Scott in the starring role.

Three tunes cleft by Porter go into first of the group, 'The Singing Sheriff.' Ditties are 'Sing a Song,' 'A Hilltop Rendezvous' and 'Jo-Jo.'

VISIT OR WRITE
MARKS MUSIC
Tears In My Heart
The Tune That Is Just as Great, Hot as Sweet
The Snake Charming
Larry Clinton's Arrangement Has Everyone Raving
Stardust on the Moon
Still One of the Biggest Songs of the Season
You Started Something
Emery Deutsch's Grand New 78-777
Orch. - 50c Get Them Now
W.B.

I WONDER WHO'S KISSING HER NOW
(New Arrangement, Includes Both Fox-Trot and Waltz Treatment), 75c
THE FLEA (La Pulga)
Rumba, 75c
LA CUMPARSITA
(New Arrangement) Tango, 50c
CAMINITO
(New Arrangement) Tango, 50c
CLAVEL DEL AIRE
(New Arrangement) Tango, 50c
EL CARRERITO
(New Arrangement) Tango, 50c
LA CORRIDO
(Cancion Dance) Paso Doble, 75c
SID LORRAINE, Gen. Prof. Mgr.
PERMANENTLY AT
RADIO CITY, N.Y.
NO OTHER ATTRACTION

Songwriters Agree to 'Responsibility' Assurances on 12-Year Agreement

Songwriters Protective Association last week made further compromises on the terms of the proposed new contract with the publishers and it is expected that the pact, affecting the divvy on money collected from transcription and film synchronization rights, will be approved within the next 10 days. SPA has agreed to revise its bylaws so that its membership can be held responsible for compliance with the new agreement during the next 12 years. Also to clarify by definition the clauses referring to the bulk sale of sync and television rights.

SPA-publishers' new contract form was the topic of discussion at two meetings last week. At one gathering, held in the office of Max Dreyfus, head of the Chappell Co., and the Crawford Music Co., five members of the SPA council were advised wherein the bylaws would have to be rewritten if any agreement with the publishers were to be made enforceable or binding. As the bylaws now stand all rights are assigned to the association by its members in perpetuity and no resignation is valid unless approved by the SPA's council. It was suggested that the term of the association membership be limited to 20 years and that the strictures on resigning be relaxed.

Publishers' Meeting

Other meeting involved members of the Music Publishers Protective Association. All present expressed themselves as being agreeable to ac-

cepting the new SPA contract providing that the language in the bulk sale provisions were modified. These clauses seek to stay the publishers from making their catalogs available to motion picture companies on a mass basis without first working out a compensation arrangement for the writers concerned through the SPA.

Pubs who attended the meeting were Dreyfus, Saul Bornstein, Ben Bornstein, Jack Mills, Jack Robbins, Walter Douglas, Sam Fox, Max Mayer, Louis Diamond, Ralph Peer, George Joy, while A. M. Wattenberg represented the Warner Bros. interests and Jules Abeles, the Metro-owned firms.

A New Universal Smash Music Film
"MERRY-GO-ROUND OF 1938," produced by BUDDY DE SYLVA
with this top score by JIMMY McHUGH and HAROLD ADAMSON
YOU'RE MY DISH
MORE POWER TO YOU
I'M IN MY GLORY
A NEW HIT ON HORIZON
ONCE IN A WHILE
By BUD GREEN and MICHAEL EDWARDS
MILLER MUSIC, Inc.
1270 SIXTH AVENUE NEW YORK

On the Upbeat

Happy Hauck replaced **Bon Chies-ta** in sudden switch of bands at Cavalier Room of Virginia Hotel, Columbus. Chet Ryks follows Bob McGrew into Neil House.

Buddy Hancock's orchestra playing four weeks' engagement at the Club Royale, McCallen, Tex. Dick Ketner, swing guitarist, joined the band in San Antonio.

Eugene Jelenik's Continentals, formerly at Hollywood, Broadway, at Hotel Taft, New Haven, with remotes by WELL, WBRY and WMCA-Intercity. Dorothy Daniels doing vocals.

Art Kassell set for week's engagement at Pittsburgh Auto Show in Motor Square Garden, first appearance in that city since he played William Penn hotel several years ago.

Marty Gregor band set for Wil-lows, Pittsburgh roadhouse, during winter season when spot will operate for dancing on week-ends only.

Cocktails set by CRA are Con-tinentals, Shawnee hotel, Springfield, O., Nov. 15, and Kampus Kids, Ben-net hotel, Binghamton, N. Y., Nov. 10.

Larry Walen's orchestra, formerly with Fibber McGee radio program, has opened an engagement at the Club Lido in Tulsa, Oklahoma.

Edith Sacco, singing sister of Tony Sacco, indef at Copper room, Hotel Elton, Waterbury, Conn., with Francis Dellino's band.

Husk O'Hare engaged for a two-weeker at Paradise Gardens, Mt. Morris, Mich., starting Nov. 17, for CRA.

Val Ernie opens at the Patio, Palm Beach, Fla., Dec. 12, after closing at the Versailles, N. Y.

Sonny Dunham has disbanded his own crew to rejoin Glen Gray's Casa Loma outfit at the New Yorker hotel, N. Y.

Ace Harris replaced Erskine Hawkins at the Harlem Upgroar House, N. Y.

Benny Meroff opens at the Bever-ly Hills Casino, Newport, Ky., Nov. 16. Clyde McCoy follows on Dec. 14.

California Varsity Eight, vocalists, open at Congress hotel, Chicago, Nov. 18, for indef run.

Johnny Hamp booked into Rose-veth hotel, New Orleans, for Dec. 1, by Rockwell-O'Keefe.

Biltmore Boys at Rice hotel, Hous-ton, get a two-week extension start-ing Nov. 19.

Duke Ellington set for Douglas Casino, Indianapolis, Dec. 3, for CRA.

Chauncey Cromwell opens at Radisson hotel, Minneapolis, Nov. 8,

to be followed by Biltmore Boys on Dec. 1.

Joe Haymes set for William and Mary hotel, Williamsburg, Va., Dec. 3.

Barney Rapp plays a week at Keith theatre, Indianapolis, starting Nov. 12.

Jack Denny into Criterion theatre, Oklahoma City, Nov. 15, for one week.

Gene Fosdick replaced Hotcha Gardner at the International Casi-no, N. Y.

Bunny Berigan set for one-nighter at Valley Dale, Columbus, Nov. 13.

Ralph Watkins band replaced Ed-die Elkins at the Yacht Club, N. Y.

Bunny Berigan set for Nov. 21 at Ritz ballroom, Bridgeport.

Sande Williams' four-piece combo into the Astor, N. Y., Nov. 19.

Glenn Miller at Raymor ballroom, Boston, currently.

Claude Hopkins one-nighting in Dixie for Rockwell-O'Keefe.

Dusty Roades doing an indef at the Muehlebach hotel, Kansas City.

Ben Wilde doing a holdover at the Netherland-Plaza hotel, Cincy.

Ben Pollack band set for Nicollet hotel, Minneapolis.

Woody Herman one-nighting the east.

Maurie Sherman opens at the Castle Farms, Cincinnati, Nov. 24.

Reggie Childs plays Greystone ballroom, Dayton, Nov. 20.

E.B. MARKS GETS OSCAR STRAUS' 2 NEW WORKS

Oscar Straus, prior to sailing for Europe this week, placed two incom-plete operettas with E. B. Marks Music. First of which he will com-plete abroad is tentatively set for a Paris and Vienna premiere where his 'Three Waltzes' is currently playing to strong biz. New produc-tion will follow 'Waltzes' there and he hopes to use the same cast.

Second opus is slated for produc-tion both here and abroad next year.

HARRY PUCK'S PIX SONGS

Hollywood, Nov. 9.
Harry Puck and Selma Hautzik have scripted three tunes for Para-mount. Initial number, Let's Go to Pieces, debuts in 'Miss Fanchon's' next pic, 'Romance in the Dark'. Rest not set as yet.

Puck is also on the Par lot as a production aide.

Al and Lee Reiser have placed their new tune 'Heavenly' with Stasny-Lang Music Co.

Breakdown of Network Plugs

Following is an analysis of the combined plugs of current tunes on WEAF, WJZ and WABC computed for the week, from Monday through Sunday (Nov. 1-7). Grand total represents accumulated performances on the two NBC links and CBS. 'Commercials' refers to all types plugs on sponsored programs. In 'Source' col-umn, * denotes film songs, † legit tunes, and 'pop' speaks for itself.

Title	Publisher	Source	Grand Total	Commer-cials	Vocals
Blossoms on Broadway	Remick	Blossoms on Broadway	15	5	23
Vieni, Vieni	Witmark	Pop	29	5	20
Still Love to Kiss You Goodnite	Feist	*52d St.	28	6	20
That Old Feeling	Feist	*Vogues of 1938	28	5	20
Cabin of Dreams	Harlin	Pop	27	3	16
Forever My Love	Harms	Pop	26	2	12
Once in a While	Miller	Pop	24	3	18
Roses in December	Berlin	*Life of the Party	22	8	15
Foggy Day	Chappell	*Damsel in Distress	22	3	8
One Rose Left in My Heart	Witmark	*Mr. Dodd Takes the Air	21	3	10
You Can't Stop Me from Dreaming	Remick	Pop	20	3	13
Mama, I Wanna Make Rhythm	Santly-Joy	*Manhattan Merry-Go-Round	20	2	11
You and I Know	Robbins	†Virginia	20	3	9
Last Thing I Do	Crawford	Pop	19	1	14
Have You Any Castles, Baby?	Harms	*Varsity Show	18	5	12
Moon Got in My Eyes	Select	*Double or Nothing	17	4	13
When Organ Played O Promise Me	Morris	Pop	17	0	13
Everything You Said Came True	Remick	Pop	17	1	11
Harbor Lights	Marlo	Pop	17	6	8
Gettin' Some Fun Out of Life	Donaldson	Pop	17	1	10
Nice Work if You Can Get It	Chappell	*Damsel in Distress	16	2	13
Ebb-Tide	Paramount	*Ebb-Tide	16	0	13
Rollin' Plains	Schuster-Miller	Pop	15	1	11
One Rose Left in My Heart	Witmark	Pop	15	1	8
She's Tall, Tan, Terrific	Mills	*Cotton Club Parade	15	2	8
So Many Memories	Shapiro	Pop	14	1	11
Goodby Jonah	Robbins	†Virginia	14	2	7
Mission by Sea	Shapiro	Pop	14	0	7
Bob White	Remick	Pop	13	0	7
Lady Is Tramp	Chappell	*Babes in Arms	13	2	5
Whispers in the Dark	Famous	*Artists and Models	12	1	9
An Old Flame Never Dies	Robbins	†Virginia	12	1	4
It's Natural Thing to Do	Select	*Double or Nothing	11	0	9
Rosalie	Chappell	*Manhattan Merry-Go-Round	11	0	8
Rosalie	Chappell	*Rosalie	11	1	4
Snake Charmer	Marks	Pop	10	0	1
In Still of Nite	Chappell	*Rosalie	9	2	5
Love on Toast	Famous	*Love on Toast	9	0	5
Why Talk About Love?	Hollywood	*Life Begins in College	9	2	4
Good-Night Kisses	Kalmar-Ruby	Pop	9	1	4
Josephine	Shapiro	Pop	9	1	2
Moon at Sea	Mills	Pop	9	2	7
I'd Like to See Samoa of Samoa	Feist	*52d Street	8	0	7
I'd Rather Call You Baby	Famous	Pop	8	1	5
Am I in Love?	Witmark	*Mr. Dodd	8	0	3
I Want You for Christmas	Harms	Pop	7	2	5
My Secret Love	Movietone	*Thin Ice	7	0	4
Swing Is Here to Stay	Robbins	*Ali Baba	7	1	1
Tears in My Heart	Marks	Pop	7	0	1
Caravan	Exclusive	Pop	7	1	0
It's a Wonderful World	Decca	Pop	6	0	5
If I Can Count on You	Ager-Yellen	Pop	6	0	4
Ole King Cole	Harms	*Varsity Show	6	0	4
Stop, You're Breaking My Heart	Famous	*Artists and Models	6	1	3
Affraid to Dream	Paramount	*You Can't Have Everything	6	1	3
Is It Love or Infatuation?	Paramount	*This Way Please	6	0	3
At Little Country Tavern	Superior	Pop	6	0	3
I'll Take Romance	Berlin	*I'll Take Romance	6	0	1
Study in Brown	Lincoln	Pop	6	0	0
Love Me	Crawford	Pop	6	0	0
Love Me	Chappell	*High, Wide & Handsome	5	1	4
Love Me	Red Star	Pop	5	0	3
Sailing Home	Words and Music	Pop	5	0	2
Yours and Mine	Robbins	*Broadway Melody	5	0	2

Employee-Customer

Atlanta, Nov. 9.
Rubye Newman vocalizes over WATL for Roy H. Petree Products every Friday a. m.
Rest of the week she's one of her sponsor's customers as she operates a restaurant.

Hotel's Social Policy

Detroit, Nov. 9.
Policy for Statler Hotel's new Ter-race Room, opening Saturday (13) will provide for lengthy bookings of orchestras.
Instead of changing bands every few weeks, Statler's idea will be to let the boys stick long enough to get acquainted with the town's nocturnal prancers. First will be Paul Pen-darvis' band, which figures to stay at least two months.

Music Notes

Jed Buell signed with Red Star Music Co. to publish two songs from its all-Negro picture, 'Harlem on the Prairie.' Written by Lew Porter, tunes are 'Romance in the Rain' and 'Harlem on the Prairie.'

Jerry Smith, yodeling cowboy of WHO, Des Moines, has signed a contract with Decca Recording Co. for a series of phonograph records.

Jack Mills has acquired the American rights to a novelty tune, 'Horsey Horsey' from the Sun Music Publishing Co. of London.

Shapiro, Bernstein & Co. has obtained the renewal of copyright rights to 'Shine,' of which it is the original publisher.

Bonnie-Lake is doing the lyrics for songs in the new Stan Laurel-Oliver Hardy picture, 'Swiss Cheese,' at Hal Roach studio.

Jack Kapp has arrived on the Coast to supervise Decca recordings. He'll remain west a month. First recording was with Bob Crosby's orchestra.

Tommy Rockwell and Mike Nidorf, chief of Rockwell-O'Keefe band department, spent three days in Frisco last week on biz.

'When I Look At You,' scripted by Jimmie Franklin and Bobby Burns, taken by Joe Morris Music.

Gus Kahn's 30 years as a song-writer were reviewed in music on a Hollywood radio station.

Hollywood Music Publishers, Ltd., just sold foreign rights to Campbell-Connelly of tune 'Rhythm on the Radio' by Louis Prima.

New Music Publisher

Salvatori Bros., Paul and Adolph, have established offices for new music publishing firm in Chicago. Initial publication by the new out-fit is 'On the Outside Looking In.'

A New Songwriting Team!

ABNER SILVER

Writer of
'Farwell to Arms'
'On the Beach at Bali Bali'

MITCHELL PARISH

Writer of
'Star Dust'
'Organ Grinder's Swing'

Our First Collaboration
'A Village in a Valley'

ADDRESS
173 W. 78th St., New York

Hits Preferred FROM COAST - TO - COAST!!!

No. 1
YOU CAN'T STOP ME FROM DREAMING

REMICK MUSIC
CORP.
1250-67th AVE. N.Y.C.
CHAS. WARREN, Prof. Mgr.

No. 2
REMEMBER ME

M. WITMARK
& SONS
1250-67th AVE. N.Y.C.
HAROLD LEE Prof. Mgr.

No. 3
VIENI, VIENI

M. WITMARK
& SONS
1250-67th AVE. N.Y.C.
HAROLD LEE Prof. Mgr.

A SMASH HIT BY NICK KENNY THAT WILL LAST LONGER THAN 'HOME ON THE RANGE'

THERE'S A GOLD MINE IN THE SKY

By NICK AND CHARLES KENNY

IRVING BERLIN, Inc. • 799 SEVENTH AVENUE, NEW YORK • HARRY LINK, Gen. Prof. Mgr.

Consolidated Has Enough Talent, But Not Enough Booking Deals

Having acquired all the bands it can handle at present, Consolidated Radio Artists will devote the forthcoming year to building up its talent array and the acquisition of locations—the life of all band booking and on which CRA is a little shy having no hotel-chains, etc.

Comparatively new firm gobbled up so much talent so rapidly that much attention could not be given any one outfit. Consequently it is felt that some of the bands with greater possibilities suffered through lack of radio buildup. This will now be remedied via more careful allotment of the NBC wires on which CRA has first claim. Lack of built-up 'names' was demonstrated this week when Rockwell-O'Keefe got an NBC wire for Bob Crosby in Los Angeles.

Location drive will also be started to corral some of the choicer hotels and nighteries and line up a stack of lessers as filler spots. Will probably mean some raiding on location properties of other band dealers together with opening up spots new to musical attractions. Cocktail units are being used as break-in on unfamiliar spots as propaganda for expansion to bands later.

Al Zugsmith 'Plagiarism' Suit Against Whiteman Settled Out of Court

Out of court settlement has been reached in Al Zugsmith's \$50,000 plagiarism suit against Paul Whiteman, Margaret Livingston, Isabel Leighton and Viking Press, Inc. Suit filed in Supreme Court of N. Y. County by Reuben Caidin, plaintiff's attorney, was in the works for about three years.

Zugsmith claimed materials he compiled and wrote for proposed book on Whiteman and latter's diet were pirated in a \$150 edition published by Viking with sanction of other defendants subsequent to his dismissal as Whiteman's p.a. and biographer. Relations between parties were severed in 1932 and book appeared in 1933, says Zugsmith.

Case involved direct book sales, commercial tieups and a radio program for Kraft-Phenix industries, latter alleged to be outcome of the book's contents.

New Oklahoma Spot
Seminole, Okla., Nov. 9.
Belvedere, niterite halfway between Seminole and Wewoka opened last Saturday (6) under new management of George C. Hill and J. F. Daniels.
Waddie Watkins orchestra in for indefinite engagement.

Swing to Lincoln Songs
Presenting 'Larry Clinton's

DIPSY DOODLE

and These
Current Program Builders
MIDNITE IN A MADHOUSE
A STUDY IN BROWN
SATAN TAKES A HOLIDAY
GOBLIN BAND
LET 'ER GO
in preparation

THE BIG DIPPER

LINCOLN MUSIC CORP.
George Simon, Pres.
1619 Broadway, New York

COAST SWINGER CLICKS ON NEBRASKA DATE

Lincoln, Nov. 8.
Floyd Ray, brought on from the Coast after winning a swing contest by the Frederick Bros. office in Kansas City, bowled 'em over here with \$815 at \$1.50 per couple at the Turnpike Casino. Rates as the second highest colored band in the Casino's history, Duke Ellington the only topper.

R. H. Bauley, Casino boss, is spotting him right back for two days, Nov. 20 and 21. Spot has Shep Fields the night before (19), and ticket sale is already good.

O'fay Nights in Atlanta

Tiny Bradshaw orchestra opens to-morrow (Wednesday) at Top Hat Club, Atlanta colored district niterie. Club has added Wednesday night to Saturday as weekly nights for white folk only.

Harlem motif floor shows are offered and covert is \$1.10.

Atlanta, Nov. 9.
Swinging through South, Duke Ellington and band will stop off here Thursday (11) for an engagement at Atlanta's Sunset Casino, colored rendezvous. Tariff: advance, 65c per person; at window, 75c.
Special section will be reserved for white patrons.

Rubinfoff Talks, Too

Des Moines, Nov. 9.
Dave Rubinfoff's company, appearing under the sponsorship of WHO at the Shrine auditorium, did a good business with its musical entertainment. Preceding the show Rubinfoff, Margaret Baum, soprano, and Fay and Braggiotti, pianists, appeared on the Sunset Corners Frolic program from the station's studios. Rubinfoff not only played—he even talked.

Appears the artists' bureau of WHO, under the direction of Irving Grossman, plans to sponsor other shows here this season. Bringing in 'A Doll's House,' with Ruth Gordon, Dennis King, Paul Lukas and Sam Jaffe, to the Shrine auditorium Nov. 15, with a \$2.80 top.

Personal Injury Trial On

Oklahoma City, Nov. 9.
Testimony will be continued before a jury in the court of Sam Hooker, district judge, in a \$30,817.17 damage suit of Fritz Mayer, Jamaica Plains, Mass., musician, against the Wells Roberts hotel here.
Mayer claims he was injured when he fell on a flight of steps leading to the basement from the barroom in the hotel. A \$5,000 judgment given Mayer last spring was set aside on a defense motion for a new trial.

Last Week's 15 Best Sellers

Vieni Vieni	Witmark
Harbor Lights	Mario
Can't Stop Me from Dreaming	Remick
*Remember Me?	Witmark
One Rose Left in My Heart	Shapiro
*That Old Feeling	Feist
*Roses in December	Berlin
*Moon Got in My Eyes	Select
So Many Memories	Shapiro
*Blossoms on Broadway	Famous
*Have You Any Castles Baby?	Harms
*Can I Forget You?	Chappell
My Cabin of Dreams	Berlin
If It's Last Thing I Do	Crawford
Josephine	Feist

* Indicates film musical song.

Danceman in Politics

Salt Lake City, Nov. 9.
Employing several unique vote-getting ideas, including an informal jam session, Jerrold (Jerry) Beesley, for the past several years band leader at Lagoona, suburban resort, was elected auditor in a municipal election.

He isn't a neophyte in politics, however, since he is presently a deputy state auditor.

BAG OF TRICKS USED BY BAND SALESMAN

How to sell a band fast is demonstrated by Jack Gillette, Cleveland, and manager of Cina Gypsy Serenaders, who totes around his own circulars, recordings, pictures and a short film of his four girls and male instrumentalists for sales argument.

Outfit is booked by CRA, but was sold to visiting manager of Bennett hotel, Binghamton, N. Y., via sales tricks while both were at CRA office. Musical merchandising is last word what with reels (no sound) for action shots and recordings of outfit. All designed by Gillette for quick sale.

Heidt's Talent Stunt As Ether-Niterie Weld; Art Thorsen Promoted

Horace Heidt, one of the most stunts of dance orchestra leaders, is framing a new exploitation campaign that ties up his permanent spot, Biltmore hotel, New York, and his sponsored radio series for Alemitie. It's a 'break-in' system for obscure young professionals who are first sifted at the hotel room at the rate of five a night. There's a semi-final event and then, once a week, the winner gets \$150 for a one-time airing on the radio program.

Art Thorsen has stepped out as bass player with the orchestra, a job he's held 15 years. Will help Heidt in the managerial and promotional functions. Edward McKimmey, last with Roger Pryor, succeeds Thorsen in the Heidt music setup.

Moss' Charlotte Branch

Harry Moss of Associated Radio Artists returned Nov. 6 from a week's tour of the south during which he opened his new Charlotte, N. C., branch office with Erma Pegram in charge.

While south Moss also lined up additional dates for southern tour of his all-colored unit headed by Ethel Waters.

Canned Music Encouraged by Lower License; Spokane Union Protests

MUSIC AND ALCOHOL DIVORCED BY TOWN

Indianapolis, Nov. 9.
Small city of Alexandria, Ind., northeast of Indianapolis, is now prohibiting orchestra music in all places where 'rum is dispensed. City Council, in special meeting last Friday evening (5) passed ordinance putting the taboo on orchestras in bars and taverns, with a \$100 minimum fine for each day's violation. It applies to all types of intoxicants, but doesn't affect fraternalities, lodges and other secret societies.

Musicians Shifted About

Philadelphia, Nov. 9.
Changes in WLP's house band put Milton Shatz at sax and clarinet in place of Al Boss, who has joined Al Golden's crew at WCAU; Penny Pendleton tooting same instruments in place of Sammy Freeman, who's gone to Florida with a Meyer Davis unit.

Tony DeSimone, accordion, is substituting for Elvy Crouthamel's fiddle; David Apollonia, fingering the ivories in spot held by Rocco Stankov, and Jim Tyson, who's banging the tympani formerly beaten by Morris Spector, now with WCAU orch.

Spokane, Nov. 9.
Local musicians union is preparing to fight the new ordinance which brings all beer and wine spots which have facilities for dancing under the provisions of the cabaret code. Even if no dancing is allowed the employment of musicians classifies the place as a cabaret. By using canned music the same spot can class itself as a beer parlor and pay a smaller fee. Union has tagged this distinction as an outright case of discrimination and is making it the chief target of the attack.

License fee for the places which have musicians is \$300 a year, in addition to the regular beer parlor taxes imposed by the state. City council says that it took the action to cut out roudiness in the beer-danceries. Under the law cabaret's application of licenses must be approved by the council, police department, police commissioner and others.

City commissioners are reported to be battling among themselves over discrimination in granting licenses. Lawsuits will probably be brought by those that don't qualify.

Parish-Silver Combo

Mitchell Parish, 11 years a staff lyric writer for Jack Mills, has resigned to join Abner Silver in a new partnership.

ROBBINS offers— The Season's Outstanding Songs

The Great JIMMY McHUGH-HAROLD ADAMSON Score from
RKO-Radio's New Film Hit, "HITTING A NEW HIGH,"
Starring LILLY PONS

LET'S GIVE LOVE ANOTHER CHANCE
THIS NEVER HAPPENED BEFORE
I HIT A NEW HIGH

Again GORDON and REVEL continue their epoch-making
"Hit Parade," with the sure-fire score from Eddie Cantor's
20th Century-Fox production, "ALI BABA GOES TO TOWN"

I'VE GOT MY HEART SET ON YOU

SWING IS HERE TO SWAY

The Year's Outstanding Production Score
ARTHUR SCHWARTZ and ALBERT STILLMAN'S
Smash Song Achievements for "VIRGINIA"

YOU AND I KNOW
AN OLD FLAME NEVER DIES
GOOD-BYE JONAH

ROBBINS MUSIC CORPORATION
799 Seventh Avenue New York

A WOW—AND HOW—PROGRAM NOW

THE BIGGEST NOVELTY HIT IN YEARS

HOW MANY RHYMES CAN YOU GET?

By CLIFF FRIEND and DAVE FRANKLIN, Writers of "MERRY-GO-ROUND"

REMICK, MUSIC CORP., R.C.A. BUILDING, NEW YORK

CHAS. WARREN, Prof. Mgr.

Gambling, Vice Ruining Philly Nitery Biz, Claim; Mpls. Also Hot

Philadelphia, Nov. 9. Nitery business in Philly is being ruined by gambling and other forms of vice. Condition is caused by the number of spots overrunning the town, making it virtually impossible for operators to make a legit living.

That opinion was expressed by John Callahan, president of the Retail Liquor Dealers' Assn. Official said he backed to the limit the recent action of the Penna. Liquor Control Board in cutting by 229 the number of liquor dispensing licenses in Philly for 1938.

Deadline for renewal of approval stickers was Nov. 1. During the two months previous, the Board cited 941 dispensaries. Set in almost continuous daily sessions holding hearings, with plenty still to go. Several places were unable to open after Nov. 1 because of the inability of the Board to get around to hearing their tales.

Liquor Dealers exec. in backing up the trimming of licenses, declared. "There are 3,000 licenses in Philadelphia, when there should be only 1,500. Huge number of spots makes it virtually impossible for the proprietors to make an honest living. As a result, they turn to sidelines and rackets to supplement their incomes."

"If the terrific economic pressure on the owners could be relieved, control of the racketeering sidelines which are damaging the whole industry would be easy. That is why most nitery owners would like to see as many questionable places as possible put out of business. Better and more far-sighted liquor interests are backing the State Board to the limit."

In response to complaints about the number of licenses not being renewed, a member of the Liquor Board stated: "If anyone hasn't received his license, he knows darn well why."

Recent action of the Board, with the backing of dealers, follows a talk made recently to Pennsy dispensers by Attorney General Charles J. Margliotti. "Unless you clean house," he told them, "America will return to prohibition."

State's chief law officer gave figures from local option referenda in 40 of Penna's counties in the last primary, which showed 122 spots will not have their licenses renewed. "An analysis of these results," he declared, "shows clearly that the voters evidenced their dissatisfaction with the manner in which the licensees operated their places and that the issue was not the bald one of wet versus dry."

Action of the last legislature in putting teeth in the State's liquor law is chiefly responsible for the cut in the number of licenses, officials said. They pointed out that the board now has power to revoke licenses, deal with one-man clubs and other evils, and, in general, to weed out undesirable.

Mpls. Wide Open

Minneapolis, Nov. 9. With various city officials and liquor dealers' organizations accusing the mayor and police chief of lax law enforcement and with a grand jury investigation threatened, there's plenty of heat under local night clubs.

Charges made in the newspapers are that many of the establishments have been operating until 6 a.m., practically never closing, and serving liquor to minors. It's claimed that young girls and boys are carousing at these places into the wee hours of morning.

On-sale liquor dealers' organization charges that certain night clubs have "protection." Another charge is that most of the places employ young girl "salts" who induce male patrons to buy their champagne instead of whiskey or whiskey instead of beer and who, after they have had a number of drinks, suddenly disappear and hide out until the patrons leave. Claimed the girls receive a percentage of the checks paid by the men who treat them. They occasionally dance with their hosts.

Asserting the town is running wide open, W. J. McGaughran, member of the public welfare board, declared at a meeting of churchmen that racketeers and former bootleggers have "a strangle hold on the city's night life."

ETHER-VAUDE UNIT

Gruen Watch 'Air Talent' Pledges With Sponsor Tie-ins

Unit being offered vaude consists of talent on the Gruen watch program (NBC, Sundays), amplified by two stage acts. Sheila Barrett, a Roy Campbell chorus, and Joe Rines' orch constitute the ether show contingent. These are to be in the vaude lineup with a flash act and a novelty single added to broaden out the unit to full proportions.

Joe Rines is credited with concocting the idea. McCann-Erickson, agency on the Gruen account, has given its blessing to the project, though it will not, of course, participate in the vaude venture, save with publicity to tie in the air program and the product advertised.

Proposal is to make hook-ins with local Gruen dealers in towns touched by the vaude tour. Other radio headliners, when playing vaude, had close co-operation from their ozone sponsors, such as the Jack Benny four-a-day units of two and three years ago, and Joe Penner and the Bowes amateurs when Chase & Sanborn sponsored.

No stage dates yet set for the Gruen talent, idea not being presented to vaude bookers until this week.

Verdict Pends In Nestler-Dow, Harris Bros. Vaude Case

Application for a temporary injunction against A. & B. Dow and the Harris Bros., filed by Harry Nestler, received a hearing before Justice Cotillo in the supreme court, N. Y. county, last week. Decision was reserved. Complainant claimed he gave the Dows \$1,000 in a deal whereby they were to secure a half interest in the State theatre, Hartford. Dows testified that Nestler had agreed to borrow \$2,000 with which to close the transaction.

When he failed to do so, Dows says he offered to refund the \$1,000, but claimed Nestler chose to take an interest in a Providence house. When that enterprise was found to be operating in the red, Nestler went to court.

Joseph Anthony Helps Nab St. Louis Gunman

St. Louis, Nov. 9.

While an armed stickup man was intimidating 50 customers and employees in the Nanking Inn, downtown restaurant Saturday night (6), Joseph Anthony, leader of the cafe orch, slipped out of the second floor dining room, climbed down a fire escape and hunted for cops. Bandit had departed with \$27 from the cash register when the gendarmes returned, but furnished with a description, and accompanied by Anthony, the cops nailed the suspect near the Ambassador theatre, three blocks away.

He was identified by Anthony and had the dough in a shoulder holster with his gat. Gave his name as Theodore Jones, 27, living at a downtown hotel. During the stickup Jones slapped one waiter who was slow in hoisting his hands and threatened other employees and diners. Police will ask for a first degree robbery warrant against the prisoner.

OKLAHOMA'S FLESH

Oklahoma City, Nov. 9.

Put McGee, general innkeeper Standard Theatres here, will play a 27 people girl show at the Criterion Thanksgiving week.

Nicholas Bolas 'Three Cheers For Rhythm' unit is coming direct from Chicago.

Georgie Hale's London Stint, Music Corp. Tie

Georgie Hale, who staged the Paradise restaurant, N. Y., floor show, sails Nov. 13 for London to put on the new Grosvenor House show opening Dec. 9 for 10 weeks. Taking along eight American girls to augment eight already there from a previous show.

Burton Pierce, from the Billmore hotel, N. Y., and Ames and Arnes from College Inn, Chicago, also sail for the new show. Hale has allied with Music Corp. of America on foreign cafe bookings.

KEYS QUADS TO UNDERWRITE ORPHANAGES

Oklahoma City, Nov. 9.

Plans to convert the show biz talents of the Keys Quadruplets into cash, with which to finance an orphanage for children of five states, have been announced by cousin and business manager of the girls, Dick Keys. The girls have, for the past 15 years, given thousands of performances on vaudeville stages, in motion picture houses at State fairs and over radio stations in the southwest.

Keys has announced that 800 acres of agricultural land has been acquired near Center, Colo., for the orphanage. Center is 80 miles southwest of Pueblo.

The home has been incorporated in Colorado, as the Golden Keys Home, Inc. Construction of the first unit will start soon as earnings of the quadruplets, Mary, Mona, Leota and Roberta, are sufficient to finance the enterprise.

All money earned by the girls from commercial appearances will be paid to a board of advisers. The board will pay the girls salaries and expenses, applying the remainder to the orphanage. The children will be accepted from Oklahoma, Texas, Colorado, New Mexico and Kansas.

Shagsters in Demand

Pittsburgh, Nov. 9. Click of Nichols and Roberts, youthful shag dancers, at Stanley last week brought them a quick return engagement at same spot. They'll be back week of Nov. 26 with Vincent Lopez. Management tried to get them immediately for h.o., but previous bookings couldn't be rearranged.

Youngsters, first to show Big Apple locally, also had couple of bands bidding for their services. Bunny Berigan, with whom they were on bill at Stanley, wanted them to stick with his band act, and Dick Stabile also tried to corral them for some floor entertainment with him. William Penn hotel's Italian Terrace.

Saranac Lake

By Happy Enway

Coming and going: The Tommy Finnans are enlarging their kitchen chimney, expecting an offspring... Rev. Father Robert Booth, ex-Danemora actor-chaplain, now delivering sermons in Glenfield, N. Y. New Cadys (Cady and Cady, hoofers) here hunting for something... Prep is being made here, at the local zoo that Uncle Henry (Morris office) Berlinghoff can bag his yearly buck... Johnny DeGiovanni back to bed, slight backache.

Donatella brothers, Joe and Romeo, ex-N.V.A.-ites, doing okay after a long siege of hospitalizing... Mrs. W. J. Andrews (Snooks Daniels, ex-chorine) socked a mess of pneumonia, now resting at Coronado, Cal... Robert Brown Farley, ex-chorine, here to resume the tickling of the ivories for Helen Morgan... Rita Nolan, petite chorine of other days, out of the bed and on her pins again... Andreas Erving, who did time up here airing, now on the job in Oslo, Norway.

Lillian Moran, ex-N.V.A. ozoner, now at the Northwoods sanatorium... Chris Hanson after ten years of this, left for Scarsdale, N. Y., then to Hollywood... Lydia McMullen scrambled to Syracuse, N. Y., to be with hubby... Robert Rankin, former English stock actor, who absorbed four years of this Adirondack ozone, now laboring in Albany, N. Y.

Write to the slick ones you know at Saranac and elsewhere.

International Casino Denied Touring Bands; Olsen Can Stay

ROSE'S WOES

Show of Shows' Delayed—Onstage Harassments in Tex.

First stand of Billy Rose's 'Show of Shows' at the Amarillo, Tex., Auditorium was a nightmare.

Show's special train got in late from Ft. Worth, and matinee didn't get started until 4:30 p. m. In the middle of the first scene, lights went out. Audience sat in darkness 20 minutes before linemen could find the trouble.

Later in the show, lights went out again, and a second S.O.S. was sent to trouble-shooters.

To add to the headache, it was discovered nobody had provided dressers to help showgirls into their costumes, and that the stage was too small for the flash finale set.

Col. Auto Show Shows Ams for Band, Acts

Columbus, Nov. 9.

Amateur act policy abandoned this year, by Columbus Auto Show. Instead Dave Diamond brought in 14-piece band and show for the week.

Acts included are three Joy Sisters and Big Hammond, xylophonist. Bob French is m.c.

• 15 YEARS AGO • (From VARIETY and Clipper)

Music Publishers Protective Assn. bought a broadcasting set for \$4,000. To send out its own 'casts from its offices. Radio stations were averse to paying a license. Argued that if they paid performance rights they might also have to pay talent. All on the cuff then.

Smart Films Co. had two pictures to dispose of to the state righters. Offered one at fair price and threw in the other for \$1.

Jack Powell, trick drummer, heading a five piece band, but most of the show himself. Breaking in at the Jefferson, N. Y.

Lillian Burkhardt, one of the early drama stars in vaude, trying a comeback in Detroit. Didn't come back very far.

Ann Pennington into the bill at the N. Y. Palace, with the Stewart sisters to help. Ibee thought Penny was a bit overweight for her height, but otherwise approved.

Joe Cook at the Colonial. Next to closing with the edge taken off by somewhat similar work up ahead.

Eva Tanguay into the N. Y. State. Her first showing in a pop house, but the Palace didn't seem to want her, so she took Lewis's.

Chicago dance hall (Trianon) offered Paul Whiteman \$1,500 for a single week.

Estimated that 1,200 vaude actors (out of 20,000) were idle. Some were holdouts on salary questions.

Benny Leonard reputed to be interested in a nitery in the basement of the Carroll theatre. Floor show to consist of women boxers.

Music Box, N. Y., clamping down on small specs who were getting \$2 and \$3 bonus per seat. Claimed it hurt the attraction.

Comment made that Fannie Brice, Ann Pennington and Eva Tanguay, all current on B'way, were taking down \$8,750 between them. Big coin then.

Keith's Palace, Cleveland, opened in a blaze of glory. Said to contain \$1,000,000 worth of art objects. One rug was appraised at \$125,000.

Stated that the Orpheum theatres had upped the take \$50,000 on the Third of a Century celebration.

May Irwin walked on the Punch and Judy after a trial performance of the show. Supposed to m.c. hedgepodge of sketches. Marc Connelley replaced. Written by newspaper men, and pretty sorry stuff.

Placed on the forbidden territory list of Local 802 of Associated Musicians of N. Y. (AFM), the International Casino, N. Y., has been denied booking of any traveling bands and must engage local crews exclusively. Decision was reached after a trial by the board, at which Casino was charged with violating the regulation concerning auditions of out-of-town bands in the case of Charles (Hotcha) Gardner. He has since been removed and replaced by Gene Fosdick. Other off-the-line angles also prompted removal, says union.

In permitting George Olsen's band (out-of-towner) to remain at the Casino, the union states that in this instance it regards Olsen as a partner and not as a band leader. Ordinarily Olsen would also be obliged to quit the location, but under the unusual circumstances that find him partner and attraction, he can stay. However, says the union, he is the only exception and no others will be permitted. Ruling holds for an indefinite period.

Olsen is scheduled to leave the Casino shortly and take the road with a possible terminus in Florida for the cold months. He is undecided as to exactly what he will do after his three months at the Casino are terminated. Return to work at end of this week of Lou Brecher, third partner with Joe Moss, permits Olsen to quit work at the Casino. Brecher has been resting at Pinehurst, N. J., for last six weeks since the opening of the Casino.

HARLEM UPROAR HOUSE GOES INTO 77B REORG

The Harlem Uproar House, Inc., yesterday (Tuesday) petitioned the N. Y. federal court to reorganize under 77B of the Bankruptcy Law, stating through Harry Berman, a debtor, and Doris Fisher (Mrs. Jay) Faggen, secretary of the corporation, that its liabilities amounted to \$43,705 and its assets approximately \$19,064.

Among the liabilities listed are outstanding notes for \$5,000; taxes, \$1,120; salary to employees, \$2,150, and \$1,930 to a concessionaire. The corporation operates a nitery of that name at 209 West 51st street. Jay Faggen is the directing head.

Philadelphia, Nov. 9.

Jay Faggen, as prez of Harlem Uproar House, New York, was refused permanent injunction last week to prevent Bobby Evans, colored star of the nitery's show, from scrambling for another job. Evans is now working at Ubangi Klub here. Faggen obtained temporary restraining from Justice William T. Collins' last Tuesday (2) which held up Evans' walk-out as a coup d'etat.

Nitery claimed he had Evans last August under an oral agreement with the actor's agent, Billy Short. The term allegedly tied Evans up for the 'run of the show,' or until the end of the year. Few weeks ago, Faggen stated he was informed by Marano and Lieberman, Philly agents, that Evans was under contract to them and that they intended to place him at Ubangi immediately. Faggen asked the court to decide Evans' standing.

F&M's 1-a-Week Stage Shows in St. Louis

St. Louis, Nov. 9.

One-a-week stage shows are being presented in three of the St. Louis Amus. Co.'s nabes, operated by Fanchon & Marco, following recent city-wide survey in which an overwhelming majority of patrons indicated they wanted flesh and blood shows in addition to the screen fodder. Several weeks ago Sunday stage shows were inaugurated at the Kingsland and have been extended to the Grand-Florissant and Manchester, the latter presenting stage shows on Monday night.

Shows consist of an orchestra, a line of eight, and five acts of vaude. F&M management hasn't indicated whether stage shows will be moved into its de luxe houses.

AFA SIGNS 10 N. Y. NITERIES

Chi Has Own '52d St.' with Name Bands, Acts, as N. Y. Counterpart

Chicago, Nov. 9. Chicago is rapidly building the midwest counterpart of New York's 52d st. on its near northside Rush st., located one block west of Michigan boulevard. Always sprinkled here and there with niteries, the street has suddenly blossomed into a sing-and-swing lane with top bands and attractions.

These niteries were always plenty tight on the purse-strings and went along with a couple of table singers for entertainment. Average floor show budget never ran over \$350 to \$500 top, and then only for special occasions. But this week sees the booking of attractions such as Willie and Eugene Howard into the Hi-Hat for \$2,250 per, Gus Van for the Colony Club and Toby Wing into the Yacht Club. Other spots such as the Club Alabama, Rose Bowl, Open Door, Paramount, 885 Club and Harry's New York Cabaret, are upping their budgets far into the four-figure classification for the floor shows, besides the cost of the orchestra.

Recently playing these spots are such acts as Frances Faye, Ann Lester, Willie Shore, Armand, Fifi Dorsay, Jerry Lester, Bernard and Henri, Reis and Dunn, Jack Waldron, Jackie Green and Edith Griffith. All of these clubs and niteries are strung along a narrow street, with the nite belt stretching less than four blocks. Colony Club, just reopened, set Dollie Weisberg back \$40,000 for the remodeling. New Hi-Hat runs nearly as high, while the Rose Bowl and Open Door both figure approximately \$20,000 in building costs.

These niteries have found they must peg up their shows to compete with the mammoth clubs such as the Chez Paree, which, a few blocks away, is giving them at \$7,000 show, with dinner, for \$2.50.

2,066,077 SAW MASS. FTP VAUDE IN 2 YRS.

Boston, Nov. 9. During the two-year period the Federal Theatre vaudeville project has been operating in Massachusetts, 2,066,077 persons have seen 4,806 shows. Of these 1,960,272 were shut-ins who saw 4,516 performances gratis. Performances numbering 290 were presented under charitable auspices and were counted by 105,805 persons who paid admission.

There have been 193 actors who have "graduated" from WPA time to the outside commercial theatre, of which nine later returned to the project. Charles Senna, now playing in "Hooray for What?" starring Ed Wynn, is the most recent grad.

Six productions have been presented by WPA in the two years: "Murder in the CCC," comedy drama; "Campus Widow," musical comedy; "Sepia Revue," all-colored musical; Federal Theatre Circus; "Black and White Revue," variety show carrying 30 white and 39 colored performers; "Swanee Minstrels," and "All Star Vaudeville." Last three named are still touring the state.

Strong Man Fined \$1 In Tiff with Stagehands

Calgary, Alta., Nov. 9. It cost Lewis Nelson, strong man, \$1 and police court costs as the result of an argument with the house electrician at the Grand theatre here over whether Claude Goodrich, the electrician, did or did not spit on the stage in the area wherein Nelson did his act. Shirt was torn from the mechanic in the argument.

Nelson, who is said to be a brother of Battling Nelson, was billed with his wife as Dorothy and Lew Relia. Swung his partner around, gripping her belt with his teeth, and pulled a motor car with inner tube as connecting band. Had tieup with Seiberling Tires and Buick cars. House manager cancelled the act, which lost three days. Booked in by Levy circuit.

Ribbing Holm

Ft. Worth, Nov. 10. At the break-in of Billy Rose's "Show of Shows" in the Municipal Auditorium here Friday night (8), Art Frank, comic, spotted Eleanor Holm Jarrett in the audience with Producer Billy Rose for a rib.

Comic referred to the mermaid as "the champagne swimmer of the world."

Miss Holm left Fort Worth on the "Show of Shows" special train, saying she would follow the show around for a few days. Rose was to stay with the troupe to Denver, where it opened a two-day stand Monday (9).

Vaude for Varsity, Lincoln, Neb.; Maybe Pueblo, Col. Springs

Lincoln, Nov. 9. Howard Federer, general manager of Westland Theatres, Inc., of Colorado and Nebraska, is planning to throw the Varsity to flesh, probably beginning Thanksgiving weekend. Federer came on here to relieve Milton Overman for a month or six weeks to look over the situation.

If necessary to complete the jumps from east to west and vice versa, Federer may throw in Pueblo and Colorado Springs, Colo. This is just another phase of the war between L. L. Dent and J. H. Cooper, both men represented in those towns and with Cooper already taking vaude every other week.

Federer's plan is for every week (3 days) and he'll no doubt be matched by Cooper's spot (Orpheum) immediately. He dickered with the A. F. of M. and has it tentatively for the house band. Plans for straight vaude, and an occasional unit. Varsity is now an action house, 15c. anytime, will go to 25c. anytime for the average show and 40c. top for the bigger ones. Seats 1,100. Orpheum seats 1,350.

Vaude, Pic, Dancing At \$2,000 Nut at Fox, Det.

Detroit, Nov. 9. 'Midnight Jamboree' revival in local film houses appears likely, following an experiment by the Fox theatre Saturday (6). Midnight shows have been tried off and on past couple years with up-and-down success. Fox's jamboree, with a nut of around \$2,000, was headlined by Station WWJ's "House Party" program and included three bands, Bunny Berigan, current at the Fox; Sam Jack Kaufman's pit orch, and Paul Leash's WWJ dance band.

Show, at 7:50, ran about four hours, comprising the "House Party," hour's dancing on house stage by patrons, regular stage show and the pic, "Life Begins in College" (20th). Besides Leash's band, WWJ artists included in "House Party" were the "Smoothies," gal trio; the "Bachelors," male vocalists, and Eileen O'Day, warbler.

'Night of Stars' All Set

'Night of Stars' benefit for the United Palestine Appeal will be held next Wednesday (17) at Madison Square Garden. An ambitious program has been prepared by Louis K. Sidney and Ben Boyar, director of the producing committee.

Among the performers and orchestras who have promised to appear are George M. Cohan, Gene Buck, Paul Muni, Benny Goodman, Eddy Duchin and an all-star galaxy.

VILLAGE SPOTS LATEST FIELD

Union Drive Bugaboo of Cafe Owners Who Foresee Entry of Other Cardmen—Inter-Union Complaints

MARKET ANGLE

Drive by the American Federation of Actors to organize the New York niteries field this week resulted in the signing of contracts with three Greenwich Village spots, Jimmy Kelly's, El Chico and the Village Barn. Seven other members of the Greenwich Village Nite Club Owners, including the Casino, Nut Club, Trocadero, Marta Restaurant, Don Huile, El Gaucho and Oliver Twist, took the matter under advisement.

AFA now has contracts with the following N. Y. clubs, in addition to the three named above: International Casino, French Casino, Hollywood, Paradise, Leon & Eddie's, El Dorado, Cotton Club. Also has a verbal agreement (pact) is expected to be signed this week with the Versailles. Negotiations are also under way with the N. Y. hotel association.

In the AFA move to organize the niteries field, some 24 pickets paraded in front of Jimmy Kelly's Greenwich Village niterie last Wednesday (3) after Kelly told the AFA representatives that the 14 acts in his place felt they didn't want to join the actors union. Besides, Kelly told Harry Kalkins and other AFA officials, he was paying his employees the required \$40 minimum per week, with the exception of one girl doing a bit who was payrolled at \$35.

AFA has been making sporadic attempts on the niteries to organize them with hit "I" miss success, due in the main to a lack of willingness by the niteries performers to join. Then, too, with cafe business what has been since the stock market flopped, the cafe managements are in no mood to dicker.

Furthermore, they're frankly suspicious of all labor complications, readily foreseeing that where a busboy today might handle a simple spot or floodlight, the IATSE eventually may step in, on the heels of the AFA, and insist upon a \$75-a-week stagehand to handle the calculations.

Greenwich Village Nite Club Owners have formed an association to cope with the unionization situation and uptown some of the West 52d st. niteries have expressed themselves as amenable, as have one or two of the bigger Broadway cafes, while others are adamant.

In the face of mass-picketing by 24 on Kelly's in the Village, the cops said they couldn't enforce any anti-mass picketing complaints, but they did see to it that the six-feet-away ruling was observed. Sidewalk in front of Kelly's joint being quite narrow, it resulted in a somewhat humorous situation of having the witnesses walk with one foot on the sidewalk and one in the gutter.

This pungent promenade, in turn, inspired the oft-repeated habitues of Kelly's to kid the pickets, some taking away their placards and parading with them right into the cafe.

Ralph Whitehead, AFA executive secretary, is now on the Coast, where he is setting up offices for his organization in Los Angeles and San Francisco. Headquarters have already been established in Boston, Chicago, Detroit, Milwaukee, Toronto and Pittsburgh. Some question exists regarding the jurisdiction over chorus girls working in vaude and nite clubs. AFA and Chorus Equity, subunit of Actors Equity, each claim jurisdiction.

Complaint of the Burlesque Artists Assn. to the Associated Actors and Artists of America, parent body over all performance groups, charging the AFA with infringing burlesque jurisdiction on the road, was slated to be (Continued on page 63)

Chi Union Extends 6-Day Week At 7-Day Rate to Class B Spots

Vacash with Pay

London, Nov. 9. Will Mahoney, announcing he intends retiring from show biz next year, was asked about the Australian tour for which he's committed next year.

"That's not work, that's a picnic," cracked the comic.

Wolfson MCA's Film Talent Scout in U. S.; Black, Jr., to London

Lou Wolfson, talent scout for Music Corp. of America, in Europe for some months, is being brought back to the Chicago office, sailing from Paris Nov. 19. He is to make a continental whirl before returning to the U. S. Then will headquarter in America as talent finder for MCA, preparatory to that agency's invasion of the Hollywood field as a booker for pictures.

Music Corp. heretofore has been identified chiefly with bands, etc., but the newly-formed MCA Artists, Ltd., a California corporation, will specialize in talent for Hollywood filmstars, etc., and J. C. Stein, president of MCA, will personally headquarter on the Coast to operate activities. Hence Wolfson's need in America to feed talent for film purposes.

George Black, Jr., son of the British variety booker, who has been learning the U. S. scene under MCA guidance, returned last week to London to succeed Wolfson. Earl Bailey, American, heads the MCA London office and Herman Stein, youngest brother of the J. C. and W. H. Stein trerers, has been in the London office for some months, likewise actively engaged in booking. Young Stein was educated in London and went directly from college into the agency.

J. C. Stein is already on the Coast preparatory to the Hollywood branch opening—its own building, as against the long-established penthouse offices in the Oviatt Bldg. in downtown Los Angeles. Billy (W. H.) Stein heads for the Coast end of this week.

SALLY RAND'S NEW DANCE K. O.'S POLICY

Sally Rand has about \$100,000 in accident insurance which was automatically stopped by underwriting companies as result of her new 'Le Dawn' fan-dance, wherein a piano-wire, for the finale, lifts her into a flying-angel exit through the air.

This, the insurance companies decided this week in Boston where she's current at the RKO, is a violation of her theatrical employment and constitutes "hazardous" employment, hence a suggestion for the same higher rate to aviators, circus people, etc., was suggested.

Raye and Naldi on Coast

Mary Raye and Naldi open Nov. 22 at the Coconut Grove, Los Angeles, for six weeks. Dancers also have a picture company bid.

Team hence returns to the Rainbow Room, N. Y., for a similar run.

Jack Durant's Single

Jack Durant, split with his old partner, Frank Mitchell, debuts as a vaude single Friday (12) at the Majestic, Paterson, N. J.

Mitchell and Durant were a standard vaude and niterie comedy act for years. Pair also engaged in film work.

Following the adoption of a six-day week for seven days pay by the first class nite clubs and all hotels, James C. Petrillo of the Chicago Federation of Musicians has taken another step in the same direction by obtaining the same six-day setup to include so-called Class B cafes and niteries.

This takes in such spots as Colosimo's, Famous Door, Harry's New York Cabaret, Key Club, Mayfair Casino, Oriental Gardens, Colony Club, 885 Club, Hi-Hat Club, L'Aiglon, Medinah Club, Open Door, Rose Bowl, Stork Club, Brevoort, Club Alabama, Yacht Club, Minut Club, Silver Cloud, Casa de Alex, Graessner.

Musicians in these cafes must take one day off per week, any day the employer designates, but it must be taken off each and every week. This means that the musicians cannot work six weeks and then lay-off one week (the seventh). Purpose is to give the musicians one full day of rest in every seven. Under the setup these musicians may not work elsewhere on their day off, except in cases of emergency. In that case permission must be given by the CFM board.

NO AMERICAN ACTS ON ROYAL VARIETY

London, Nov. 9. Lord Chamberlain has given approval to the acts which are to appear at the Royal Variety Performance Nov. 15.

Program is 97% British. It will include Norman Evans, Revnell and West, George Formby, Max Miller, Gipsy Boys Band, Jack La Vier and Lady, Wenzel, Gracie Fields, Crazy Gang from Palladium show, Ralph Reader and his Gang Show, Will Fyfe and scenes from London Rhapsody.

No American acts.

Buffalo's Own 'Jeep' Stand-In for Shea's Ams

Buffalo, Nov. 9. Weekly amateur show which had a 130-week run at Shea's Buffalo has temporarily been abandoned in favor of jeep dancers. Show started as an amateur hour broadcast direct from the stage. In latter weeks the broadcasting has been discontinued, but the Bowesing went on.

Expected that the tyros will be back after the dance craze dies down. Jeep dance is a local invention, adding features of the Big Apple, Suzy Q. truckin' and other standard forms of terp to its own, original kicks and curtsies.

Suburban Drought To Hypo Detroit Niteries

Detroit, Nov. 9. Rejection by Detroit suburban districts in last week's elections of proposals to ease laws against liquor-by-glass sales is expected to swell the biz of downtown niteries. With Grosse Pointe, Royal Oak, Dearborn and smaller communities voting a 'dry' belt along the city's boundaries, there'll be no competition (except for beer and wine) for miles in southeastern Michigan. Thirsty suburbanites seeking entertainment with their hard likers will have to trek into the Detroit spots.

While the suburbs' decisions are obviously aimed to heave the niterie problems onto Detroit's shoulders and protect their own property values and not because of any arid convictions on the part of the suburban residents, the routing of guzzlers into Detroit is expected to bring considerable add-on to the Detroit spots annually. Boys are getting the cash registers divided off in preparation.

Post-Election Burley Still In Doghouse; No Official OK

With elections over, the question of further life for N. Y.'s existing burlesque theatres is still up in the air. There is no immediate action one way or another planned, according to License Commissioner Paul Moss, who states that the problems of burley are under consideration by himself and the mayor and that a statement will be issued 'soon.' No indication of its nature, however.

Burleys have been operating for nearly a month minus license and do not know from one day to the next whether or not the axe will fall. Under such conditions writs, etc., are of no avail since they cannot be obtained under present circumstances. (Theatres must be operating as licensed enterprises in order to seek legal recourse.) Commish merely has to issue instructions to local police precincts to shutter the theatres lacking licenses. Latter have been withheld since Oct. 11 when original 90-day probationary period expired.

Managers have not instituted any action to get their permits, being content to sit back and let the authorities make the initial move. There had been talk of grooming an unstained manager to apply for a license, and of forcing the matter into the courts as a test case on refusal. Feeling all around is that the city administration is disatisfied only with present managers and would be less unfavorable if old offenders were removed from the scene and the business was given some semblance of a clean slate.

Meanwhile question of responsibility for theatres is wide open with commish alternately denying and confirming that the city would be responsible for any accidents, etc., which might occur in the unlicensed houses. Whether or not corporate setups of various theatres (often hard to nail down) can be held responsible for that which the city does not license, but which it permits to operate, is a moot question. City is allegedly carefully checking fire hazards and physical conditions of houses as an added precaution.

Activity of censors appointed to check on burleys has also petered out some, with only occasional visits to shows and with little or no deletions despite the fact that the same type of shows as heretofore are being given at 'folies' theatres. In all there seems to be little interest given the burley question by anyone except the Burlesque Artists' Association, which is still trying to determine final outcome if and when it will come.

JAMBOREE! TOUR

Harry Gourbain's 'Jamboree' unit opens at the Capitol theatre, Binghamton, N. Y., Nov. 11, and will tour the Comerford time in N. Y. and Pennsy.

George Heller and Louise Riley, Five Elgins, Ken Whitmor, Tom, Dick and Harry, Louise Lovely, Three Musketeers and a line of 12 girls are show's personnel.

French Casino Joins B'way Paper Parade

For the first time the French Casino is issuing due-bills as a biz come-on. It had been the last of the N. Y. holdouts, with the exception of the new International Casino and a couple of the swankier east side spots.

Unlike other nites, F. C. had been a consistent holdout against the paper changers. Biz had been baited at all spots, and the F. C. is likewise keenly feeling nocturnal depression added to which is the compulsion of the new International.

Organization of due bill peddlers, formed last year, has finally wiped out office-in-hot species of the calling. Chiseling types have been either absorbed or eradicated via organization pressure. Total membership now equals about 21 and includes all Broadway operators. Started with 16.

International Alibi

New York nitory managers have those International Casino blues, but in large doses. Mammoth new nite spot has been cutting in on almost everybody, a natural circumstance considering the public's general revulsion to anything new. And considering the immensity of the place, it is hurting the rest of the town.

That coupled with general business conditions, has the nite spot managers wondering what's what.

Celebs Soundproofed

Innovation for nities is the soundproof ceiling just installed at Michel's, east side (N. Y.) spot, making it okay for anyone who wants to make noise. Place has also been entirely air conditioned.

Last Monday night (8), Michel's started giving guests news-photo exhibitions with dinner opening of this feature being timed with a meal in honor of Fannie Hurst, Hendrik Willem van Loon and other authors. Spot is a rendezvous for literati, film and stage biggies.

ALA. NITERY LOCKED

Cullman, Ala., Nov. 9. Sheriff Ed Miller of Blount County, has padlocked Bangor Cave, swank underground nitory 18 miles north of here, carrying out an order issued by Judge J. H. Disque, of the 16th judicial district at Gadsden.

Judge Disque issued the injunction after the circuit solicitor had filed an affidavit charging gambling was again going on at the hot spot. High sheriff declared he had warned operators he would start padlock proceedings if there was any more gambling.

Steel Slump Plasters

Canton Burley Biz

Canton, O., Nov. 9.

Stock burlesque at the Grand here, in its sixth week under the direction of Bob Burch, is attracting only slightly better than mediocre biz. Letdown in the steel industry, more marked each successive week for the last month, is blamed for the slump during the week. Business weekends has been satisfactory, though not turnaway, as was the case when the stock run was inaugurated.

So far there has been no move on the part of the sponsor to terminate the engagement, which at the outset looked promising. Grand has had burley three years.

Chi Burley Ops Mull Staying Closed Even If Mayor Lifts Ban

Chicago, Nov. 9.

With all burlesque theatres in Chicago closed tight by revocation of licenses by Mayor Edward Kelly because of allegedly 'immoral' performances, the burley operators don't know whether they want the licenses restored now or not. They figure it would be at least six months or a year before burlesque business would return to normal should the houses be permitted to reopen. They have learned from experience that every time the law clamps down on burlesque, even a threat of one, business slinks quickly.

Idea is that people become burley-conscious, but the wrong way. There are those who don't want white-washed, spoliated burlesque. Other group, especially the femmes, grow suddenly leery of the houses, fearing possible publicity breaks should anything happen while they're in the audience. Also skittish of being seen going into or coming out of the theatre.

Burley men figure that should they open now it would mean six months of blobo business. They don't relish having to take it on the box-office chin for that length of time. Feel maybe it would be better just to stay closed for the rest of the season and get going again quietly, if possible, next year.

Another group of burley men, though they would be facing six months of tough going should they reopen now, possibly feel it would be worth the rough travel, since it's a chance that the people will forget all about burlesque entertainment if they were kept away from it for a full season.

Helen Morgan Succeeds NTG in Hollywood, N.Y.

With NTG, departing, Joe and Nat Moss have signed Helen Morgan to appear for two weeks beginning Nov. 11 at the Hollywood restaurant, N. Y. Miss Morgan's premiere ushers a new policy into the big Broadway cabaret.

Henceforth it will have frequent cast changes, headed by a new star attraction each fortnight. Stanley Meehan replaces Granville Gage Nov. 11 as featured soloist.

N. H. Tries Vaude Again

New Haven, Nov. 9.

Paramount will continue its tries at stirring up some interest in flesh entertainment here. House broke in the new Apollon unit, 'Varieties of 1938,' recently to only fair business, but despite lukewarm reception will make another attempt with 'Hollywood Hotel Revue' week Nov. 18.

Spot has also booked 'Cafe International' unit for Dec. 9 week.

Biben-Hirst's Vaude

Philadelphia, Nov. 9.

Harry Biben, 10-year, and Izzy Hirst, op of the Troc, burley house, have leased the Lyric, Allentown, from A. R. Boyd Enterprises, of Philly. Partnership opened the house with a straight vaude policy Saturday (6). Eight acts and no pix. Hirst and Biben also operated the place last season.

Starting line-up includes Jack Joyce, Bert Walton, Serge Flash Sene and Clifford Hage and Herman and Olive White. Biz was fair.

Reported that the Midway, Allentown, might also present vaude, but probably on pix combo basis.

Unit Reviews

CASINO REVELS

(CAPITOL, ATLANTA)

Atlanta, Nov. 7.

Owned and produced by Jack G. Van of Rochester, N. Y., this is a compact unit that skips through its 40 minutes running time. There are 16 in the company, five in the band, including Bertie Van, femme pianist. Personable Lou Henri emcees and the show's affairs are under the management of Glenn Mason' xylophonist.

Featured act is Clarence King and Co. Includes wife, Helena, and daughter, Marie, 12. Kings have been here before, but have reconstituted and improved their act, which consists of handbalancing and other stunts. Turn opens with King on the acrobatic rings, Helena and Marie coming on for stunts with the mother understanding for the daughter. King then balances the rest of his family in a series of floor and table tricks. Stock stuff and Marie doing a headstand atop a 10-foot pole balanced on King's chin. Moppet does a backflip as he knocks pole away and catches it in his arms. They have to beg off.

Tom and Jerry Miller, man and wife dance team, open the show with a military tap to 'Anchors Aweigh' for a new reception and are followed by Shorty Mason, assisted by his wife, Betty. He's an Australian stock whip manipulator and uses seven different whips, ranging in length from 10 feet to 18 feet. He is lighting a match and extinguishing a cigarette in his aide's mouth and bring a gun by flipping the whip snapper against the trigger. Plenty okay.

Lou Henri stops her announcing long enough to present a creditable act routine to 'My Dear.' She's followed by a line of 16 female vocalists, out a medley of Gypsy airs, followed by pop tunes, including 'Little Old Lady' and 'Boochoo,' on his xylophone. Mason is a tall guy and builds his own woodpeckers, with the slant toward the audience, who can see the mallets slapping against the wood, making the act more effective. Patrons like it.

Tom and Jerry Miller return for a soft shoe to 'Ida' and are followed by Chic Kramer and wife, Louise, in a so-so comical act and singing turn. They finish with a parody on 'All Night Long.' Tom Miller brunes back in a buck and wing to 'When You're Smiling,' while the Henri intros each act for the finale. Show is nicely costumed and music sounds better than usual.

Pic is 'West of Shanghai' (WB) and biz is okay. Luch.

Stork Club Scandals (ORPHEUM, LINCOLN)

Lincoln, Nov. 7.

After being signed up in L. A. a week ago by Division Manager Louis J. Finske, first unit on the Wilbur Cushman team to light here this season is 'Stork Club Scandals,' produced by Ed Gardiner. Gardiner has three on the road, besides being mid-west manager of the WCC with offices in Kansas City. This unit opens the whole J. H. Cooper string, signed for by Finske, going from here to Oklahoma City, then into Colorado territory.

Spotted here in line with the Kansas-Nebraska game, business was very good at 40c. top, something new for regular vaude, which for the past two seasons has been two-bitted.

This is the initial trial locally of Cushman's new no-band plan. Units depend on houses having a standby orch, which is much more favorably received by the union lads. Other way was always a stickler with them, knowing the unit orches, though carrying cards, wouldn't possibly be getting scale. Now the units carry only a piano-conductor.

Femme angle is used for billing 'Stork Club.' There are eight line dolls, all lookers. They do three numbers and then break down for some doubling. Joyce Barker doing several clothes changes and emceeing; Margie and Peggy, some smart dancing with a shade of acrobatic and soft shoe; and the Gale Sisters, lookers, who do a cakey strut and come front for a military at the finish. The line has a tiller start, a couple of simple sophisticated mid-entry, and the West Point hand raiser at the close.

Three Lampions, European com-

edy illusionists, are featured in the novelty array. They do about 10 minutes of fine tomfoolery at the expense of the magic biz. Man's chatter is very good and laughable. One of the trio, taking the tag of Murray, cuts up with some yo-yo fancy work early which is also good. Rice and Shaffer, personallized guitarists, do well. Barrett and Wright do the usual extra-ordinary in skating, while the Three Kings (there are really four) are the acrobatic operators. It's the former Rex Family.

If all the Cushman units this season show the betterment and quality for the money spent, evidenced in 'Scandals,' it'll be a better one all around—performer, house manager and booker. This one is attractively staged, shows good taste in costume, has youthful talent where it's needed, and should not want for place to play. It's about 50 minutes long. Business here great. Barn.

Nitory Placements

Terry Lawlor, Jerry Withee, Johnny and George, Ralph Watkins orch, Versailles, N. Y.

Rose Blaine, Tiny Wolfe, Paradise, N. Y.

Audrey Thomas, Charloeters, Kit Kat Club, N. Y.

Billie Blue, Dot Wexler, Connie Maxwell, Bobbie Faye, Bert Mann, Chateau Moderne, N. Y.

Ace Harris orch, Seapunks, Detroit Red, Butter Beans and Susi, Cook and Brown, Three Debonairs, Harlem Uproar House, N. Y.

Edie and Ginger, Willa Mae Lane, Plantation Club, N. Y.

Chaney and Fox, Camille de Montes, Red Room, Roosevelt Hotel, New Orleans.

Aileen Cook, Greenwich Village Casino, N. Y.

Nelson's Boxing Cats, Leon and Eddie's, N. Y.

Dorothy Fox, Rainbow Room, N.Y.

Three Little Sacks, Bertolotti's, N. Y.

Charles Murry orch, Mon Paris, N. Y.

Castro Sisters, Havana-Madrid, N. Y.

E. Caney Quartette, La Conga, N. Y.

BURLEY LICENSE RAP

Des Moines, Nov. 9.

License of the Liberty, tri-city burlesque house, has been revoked by Mayor Merle F. Wells.

Fassersby had complained of 'indecent language' by the barker in front of the theatre.

Hirst Circuit

Week of Nov. 14

'Cupid's Carnival'—Hudson, Union City, N. J.
'Jules Begere'—Howard, Boston.
'Jinks Prolife'—Tracy, Philadelphia.
'Swing High'—Gayety, Washington.
'Parisian Flirt'—Gayety, Baltimore.
'Merry Models'—Capitol, Toledo.
'Sean Dolis'—Gayety, Cincinnati.
'Frate Buds'—Casino, Pittsburgh.
'Meet the Girls'—Garlick, St. Louis.
'Peek-a-Boo'—Casino, Toronto.
'Pleasure Med'—Embassy, Rochester.
'Best Trust'—Worcester, Worcester.
'Stage Scandals'—Jacques, Waterbury.

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NOTICE ROSITA ROYCE

Creator of the Act, "DANCE OF THE Doves," will prosecute anyone who copies, apes, imitates or plagiarizes her act in whole or in part. This act is registered and fully protected. The use of any kind of birds in connection with a dance routine constitutes an infringement.

(Signed) PHILIP R. DAVIS,
Attorney for Rosita Royce.

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BOOKING MANAGER

MUSIC HALL, N. Y.

House hasn't skipped on the stage during the last 25 minutes it has been in the theatre. The "Awful Truth" (Col.) reviewed in VARIETY, issue of Oct. 20, as a sure screen score. Show is lavishly staged and, too, with excellent excellent stage. Standout are the sets and drops designed by Sergei Soudaev and Albert Johnson. They're visually exciting and contribute materially to the atmosphere. In particular, the decorative "Manhattan" curtain, which fronts all scenes.

Reversing the usual, the Rockettes open the bill: "Togged in effectively, trickey outfits with fur manes and tails, they prance through an 'At the Horse Show' routine, with their customary precision line step for a flash. Set for this, one is in for the ordinary, although the bright colors add to the gaiety of the number.

Ray and Geraldine Hudson, (New Act), nee The Hudson Wonders, feature flip-drops. They turn on an "At the Aquarium" turn, backed by an extraordinary setting. Colors and lighting emphasize the golden dots of the garfish, and the fish resemble fish scales. Act is a click.

"At the Opera," finale, pointed, is in three parts, with "Impressions" from Gounod's "Faust" as the musical bracer. Francis Roy turns on a hefty voice for the opening in the stereo type "Soldiers Chorus." Set-stanza are exceedingly effective, both as to design and colors. Last part is a lavishly staged scene of a witch's court, with a ballet and vocals. Setting is overly elaborate.

Mischa Violin, accompanied by the house orchestra, opens with a fiddle solo of a Tchaikovsky concerto, a bit too long.

KEITH'S, INDFP.

Indianapolis, Nov. 5.

With six acts promised, only five appeared at show caught. Mickey Haggerty not being in evidence in the lineup. Five Swing. Girls are given headline. Set in an honor-curved chiefly on the basis of numerical strength, as they seem to be just out of a dancing school. They open the show with a half-hour routine, appear along about the half-way mark for a high kick number, and should have been spotted in again to close the entertainment. Last do their final number, just before closing spot, which is held down by the Jordan Trio, skaters.

Jack and Leo follow opening dance by Swing. Girls. Two comedies appear in baggy dress suits to pull some moth eaten gags, and then follow with the well known laughing song, to use the expression. Jack initiates a circus calopse with a tin whistle, and tap dances to "Gooftus." Leo comes on to tap to "Sidewalks of New York." Finish.

Followed by girl who does contortionist tricks on revolving pedestal. She does a series of hand stands, and leg splits. Her performance revolves. On show caught she was having trouble keeping her balance, and had to make several times on one trick. Also hampered by lack of proper set.

Rich Cooper appears in robe-out to take up 25 minutes running time with some stunts that would have made him Miller. He carries a saw on for his first entrance, and does a hoot owl and train imitation with it. Then leaves stage at intermission after putting to return with regulation fiddle, small fiddle, and guitar, to give further imitations, distinguishing himself because of his own explanation.

Jordan Trio, close with rolla skating turn, in which two men do fancy going, and then whirl the girl around. Invited audience to get up for a ride. On show caught, young accepted, and when turned loose dizzy, floored, act by tripping man and falling. Set is a plain curtain, stage lights are kept up and orchestra fades, causing speculation as to whether the show is over or not, until operator cuts film over curtain. Bad production also evident between acts with too many dead spots.

F. K. Man Who Cried Wolf (U). Biz only fair at show show Friday.

PALACE, CHI

Chicago, Nov. 7.

Friday (5) was exploited as British Day by the big stage of the U. S. and England were duly crashed to honor Anna Nagle and Herbert Wilcox who made an appearance on the bill. The public received their pic, "Victoria" (GB).

Perhaps a series of mishaps preceded the duo's appearance. At any rate Miss Nagle seemed to have misplaced her makeup kit. While the director advanced a bad case of jitters in his face, and the audience quite as touchy as the stage pair. Chatter followed the accepted routine for such appearances: how much they loved Chicago, how much they loved their picture, etc.

Introduction graciously done by Morton Downey, who as headliner, filled the cleanup. Downey has changed somewhat from his last appearance. The jolly, spirited Irishman is no more. Downey pensively cocks his head to one side now and becomes a dreamer for 20

minutes out of his 25. It's swell stuff, but there's too much of it, and the 25 minutes is a waste. Downey scores the headliner. The peppy strip registers, and to this strip's credit is the changing of Irish Eyes and Smiling Faces, a draggy barroom ballad, to something light and lovely.

Aside from Downey, there is no other headline. The bill, unless it be the three Swifts, and they might be considered so mainly because they haven't been around for a couple of weeks.

Frank Labrousse's toupee-bit fiddling to adjust the piano bench, interrupting the singing woman stogie, the all-around gag of the male stogie, and the rest of the tricks all are real vaudeville, but pretty familiar after all these years.

Two other acts complete the bill: the Stevens sisters singing duo, who are so-so family fare; and the 12 Bines Dancers, six boy and six girl tappers, who weren't on long enough to make a mark.

Business up to two-thirds of the balcony on final show opening day.

ROXY, SALT LAKE

Salt Lake City, Nov. 6.

This unpretentious uptown naïve house is monopolizing flesh bills since Utah, an Intermountain Theatre spot, dismissed vaudeville policy last week after a brief session. Current crop of talent at the Roxy, from any angle isn't a pleaser, despite several reputedly name acts, viz. Ming Trio, shapely fan temper, Chandra, much better with a good Coast blues warbler. Absence of showman moves the 45-minute bill at molasses pace. Line of seven gams exhibitionists fail to display any interesting routines, and the costumes and scenery reflect bargain economy.

Two pictures, "New Faces" (RKO), and "What Price Vengeance?" (MGM), look of short subjects, also on bill, which comprises ample fare for 25, top admission.

Miss Trio is spotted next to closing and shows plenty during her four-minute act. She is a good dancer, lies in the fact that feathers are attached to her arms, instead of handling them with her hands. She has a good voice, but is more than generous to ogles.

Opener features chorines, vainly trying to keep rhythms to mixed five-piece band on stage. Dressed scantily, their routines savor of tyro heat.

Miss Joan's delivery of "Night and Day" clicks, but her mike takes her voice, leaving her to eight-ball mikes, she mugs the ozone head continually, hiding her attractive facial features. Inez Gregg's forte is toe taps and contributes a fair amount of laughs.

At one time knee deep in an extensive Coast praisery campaign, Chandra, whose tap was billed for a "Coast praisery" program, confines his stage legerdemain to three routines, his duck disappearing trick rating best. Don and Joyce followed with a can-can, winning more titters for their costumes than their physical endeavors.

Miss Joan returns for another vocal stint. In a Sentimental Mood, while chorines try to live up to their billing—"Temptation's They Don't." Ole Olson is next with a pantomime sketch, aided by a good-looking girl, who undertakes a performance to a fair degree of versatility, trying for laughs from his gag costumes and double talk. Gals make a mild stab at a Fannie Brice impersonation, but miss the mark.

His stogie chorines with a mild assortment of slapstick. By this time band has increased its personnel to seven, with no one allowed any solo innings.

P.A. system okay and fair house at the last late afternoon show caught.

HIPPO, BALTO

Baltimore, Nov. 8.

After some juggling around, the Hippo has worked a well rounded and puny 45 minutes of routine as its stage contribution to "The Awful Truth" (Col.). Lineup of standard acts including King, King and Jerry, Judy Starr, Britt Woods, and Lottie Mayer's Disappearing Water Ballet, makes for a pleasing and versatile doings, well received by the customers.

Opening a hoot routine by Lottie Mayer's girls, fairly well sold, picks up momentum with the appearance of the Kings, who proceed with okay footery. Change and finale sets of a few buck tick matters up very tightly and pave the way for Judy Starr in the deuce. Tiny songstress was a radio hit, giving out with "Shake 'Em Free," "Old Feeling," and "Life of the Party," all arrangements and capable, if not spectacularly, sold.

Britt Wood follows and socks from the start. Rubie getup and spotlight stuff on the harmonica, sold to the hilt and good for numerous encores and a final beg off. Skillfully spotted by a final gag. The punch leading into the full stage doings of the water ballet that follows and closes. Miss Mayer's flash of fancy drive and change and finale sets out of the tank is an asset and billed here, rounded out an excellent and entertaining session of variety. Customers were quick to respond throughout.

A B C, PARIS

Paris, Nov. 1.

As the first offering of a straight variety bill after a summer devoted to revues in which Mistinguett and Marie Dubas topped, this one is not as heartily received as the first. Still, Operator Mitty Goldin is the only manager in town who can make this type of amusement bring returns. The bill is a good one, and is the only house offering anything like a first class variety bill.

Lys Gauty, French, femme singer back in London, tops this program and catches on the great counts but there is an over-abundance of acts that have been seen time and again in this town to fill the remainder of the bill.

Openers are the Harmony Ladies, who offer light operatic selections to grab for the gentle count. Voices of five singers are well enough matched, but the wherewith to put them over is lacking. Didn't pull with the audience caught.

Harmonies dance team, follows with little up its sleeve. Gal, who is too heavy for partner, takes spot with solo, realistic, acrobatic offering of two girls, who are better than the movement and show could have been added had the worn a gown instead of shorts. Rey's tap solo is hardly better, but the tap routine by two girls, who are better than the movement and show could have been added had the worn a gown instead of shorts.

An old favorite, Rene Paul, followed by her partner, who sings songs on disarmament. French politics tops this time with some sarcasm to music about the recent Italian election. Rene Paul's spot to Les Mignons, who are so-so. Both magnificently built, two do difficult hand and hand balancing to flow time. Act is presented well.

Fat as ever and with a way that takes French audiences, red-headed Frelch misses nothing with her typical offerings of songs on the "loose" side. She has her own following among music-hall audiences in this town, as do Charol and Bracato. Rene Paul's partner, who imitates the femmes in voice, puts over the comedy while Bracato, who has a fair voice of his own, peddles the variety of tricks.

Second, after songs, that French audiences find easy to take. Second, after songs, that French audiences find easy to take. Second, after songs, that French audiences find easy to take.

Some ordinary juggling doing the opening. Rene Paul's partner, who imitates the femmes in voice, puts over the comedy while Bracato, who has a fair voice of his own, peddles the variety of tricks.

Following is a high spot for Felix Paquet, who has a good voice, but he catches well with drollery, some typical French jokes and a try at community singing.

Four Co-Eds, who close with acrobatic and tap dancing. Taps catch only fair, acrobatics little while set-to, presentation helps. Slow tap routine could be better synchronized and sequences could be better slotted. But caught well. Andre-Michel, tall, broad, and a good announcer of acts. Lionel Cazaux in the pit.

EARLE, PHILLY

Philadelphia, Nov. 7.

Plenty of novelty in this week's vaudeville show. The first of the clientele appeared to, eat it up. Good-sized house greeted the first show and indications are for a good show, but presentation helps. Slow tap routine could be better synchronized and sequences could be better slotted. But caught well. Andre-Michel, tall, broad, and a good announcer of acts. Lionel Cazaux in the pit.

Stage show opens with Billy Reid, m.c., explaining that Rita Rio and Judy Millinder bands will stage a "battle of music" with audience to be judge.

Miss Rio's all-femme outfit (12) on one side of the stage; Millinder's crowd (10) on the other, both on raised platform, plenty of look-out neat and attractive in light-colored evening gowns, and started proceedings with a medley, adequately if not brilliantly played, following which Millinder's band scored with a very much modernized version of "Sweet Georgia Brown."

Tommy Dorsey's bunch out-smarts Miss Rio's, but her personal contributions tickle the mob out front. Patterning after Ina Ray Haulton, Dorsey's bunch out-smarts Miss Rio's, but her personal contributions tickle the mob out front. Patterning after Ina Ray Haulton, Dorsey's bunch out-smarts Miss Rio's, but her personal contributions tickle the mob out front.

Millinder's orch then renders a medley of other spirituals and closes strongly with Duke Ellington's "Caravan."

First specialty on the Rio side offered by Nichols and Roberts (boy and girl duo), who have won a dancing contest at Madison Square Garden. They scored sensationally with a shag number, but were less successful with their encore of "Peckin'."

Millinder's first specialty, the Edwards Sisters, are an excellent color. The duo, who are a good routine. One of them does a little

warbling, too, which is mild but nothing extra.

Cook and Brown, (colored), one tall and the other short, gave out some limber-legged acrobatic tapping and a modernized buckwheat dance. They muffed chances in a rather suggestive encore.

Reid's "Everybody's Truskin" version of a Greek play for pity of applause. Just for a change, the house orchestra accompanied which made the band battle a three-cornered one. Lou Schuler's bunch also played for Joe and Jane McKenna who presented a swell knock-about act, featuring a fake adagio and plenty of fancy tumbling. The three or four collaborated for the finale which was plenty hot and jazzy.

All in all, a good show leaning on the loud side, but sure to please Harlem and jazz devotees. Waters.

FOX, K. C.

Kansas City, Nov. 6.

Back to four acts this week. Production makes a bow to the grid season, and the college crowd with two numbers of football. The pigskin manner, Opener has the line dressed as cheer leaders. Ponies close with a football game.

Although they don't rate top billing, the Three Elites, hoosers, snap the bulk of applause. Turn starts with a tame walk, one of the boys' coals, rips and the fun is on. It's screwy sport from that point on.

Rey's partner, who sings songs on disarmament. French politics tops this time with some sarcasm to music about the recent Italian election. Rene Paul's spot to Les Mignons, who are so-so. Both magnificently built, two do difficult hand and hand balancing to flow time. Act is presented well.

Lew Parker and Company also peddle comedy. Three men and a gal in the crew. Parker's the wheel horse and the gal is the main attraction. Material is all give and take. Begins to catch when one of company heckles from a box.

Turns number of feet, which is a looker and handy with lines. Although his stilt with Parker borders the indigo.

Opener has Everett and Everett in the routine. Dad and son had trouble with their equipment second showing Friday night which took off some of the edge. Wire is strung to a box, laid walks up and comes down on his head.

Vocal chore is handled by Margaret Reed. Choice of numbers is unfortunate. Her voice isn't the best. But she has a good voice. "Street Blues." She'd be more effective with the sweet stuff.

Harlan Christie enters in his best singing fashion. Judy Conard's band on the radio. The Man Who Cried Wolf (U). Biz fairish.

Hoyt.

Embassy Newsreel, N. Y.

Football, dude ranches and animal action are the main items here this week. Quarter of the hour is devoted to football, with most attention to the N.Y.U.-Colgate game, shown in detail. Camera caught some wonderful extended plays, but 15 minutes to this and other games, seems like overemphasis. Another 10 minutes go to "Dude Ranch" and 20th-Fox Magic Carpet series.

Wars in the east and west come in for coverage by aramound and Universal. The Japanese, who are in the line here this week. Quarter of the hour is devoted to football, with most attention to the N.Y.U.-Colgate game, shown in detail. Camera caught some wonderful extended plays, but 15 minutes to this and other games, seems like overemphasis. Another 10 minutes go to "Dude Ranch" and 20th-Fox Magic Carpet series.

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Not much on last week's election except to show President Roosevelt voting. This shot and his appearance are not up to his usual showman's show, and it is hard to make out the gist of the dialog. La Guardia and Dewey are shown, best shot being an effective photograph of the Times Building, taken from the news of the Mayor's re-election.

Pathe's ship news interviews include Sir Ronald Lindsay, Captain Tom D'Arcy, and Commander Daniel Doherty, of the American Legation. Also a good view of Negro sculptor William Edmondson's work.

Paramount has King George VI, with his family, on route to open Parliament. Universal covers a couple of the show, and one in Minneapolis and another in Maryland. Not much else in the way of news on this one, but scenes of natives going through fire, and riot in Singapore are interesting.

Rest of the bill includes three clips on dogs, one on Colorado sheep, salmon, Lew Lehr's two bits, neither of which is very good. Admiral winning the Washington handicap and the horseshow opening in New York. Later is very good and seems to be a good one. The show is in the Garden by Pathe's men. Miscellaneous other slots include an 8,000-page Bible, manufactured lightning bolts, and a musical number by Mussolini reviewing Italian troops.

STATE, N. Y.

Ted Lewis has a stage show more radically changed in character than any he's trotted out for inspection in some time. And those who'll respond, it's about time, will be satisfied.

Show consumed 47 minutes when caught at the washup performance opening (Thursday) night and had the large crowd all the way. Fact that Lewis has given his 5-act show more attention and has one of his best combs to date, helps rather a deal.

Star is now dressing up his band with a lot of glitz, and in front, backgrounding and building out his own, repetitions nicely with their voices. They don't do too well when eventually march down to the roots for some efforts on their own but when working on madrigal arrangement with the band boys they're good.

There is in the layout one vet act, namely the 15-minute Manon troupe of adagists. With the band a fixture on the stage, it's act which is accustomed to a "full" setting is rather hummed in, but the boys in the music make the act, regardless. Two new men are working in the act now, with the catch: the same who has worked with the Manon troupe, and the same who has worked with the Manon troupe, and the same who has worked with the Manon troupe.

Also, men have been newly togged out in red-devil costumes, nice change away from those Louis XIV outfits they so long affected. XTV outfits they so long affected. XTV outfits they so long affected. XTV outfits they so long affected.

Still retaining his always-effective huge-huge. Isn't She a Pretty Thing? (Lewis is using as his tag line for the act. The act is a real big boy now. He's even doing a shag stamp with light-hoosie Betty Dickerson. Routine is a real big boy now. He's even doing a shag stamp with light-hoosie Betty Dickerson. Routine is a real big boy now.

Charles Snowball, Whittier, who has been growing up in the act, is a real big boy now. He's even doing a shag stamp with light-hoosie Betty Dickerson. Routine is a real big boy now. He's even doing a shag stamp with light-hoosie Betty Dickerson. Routine is a real big boy now.

On his own side, Lewis has retained a melody in a melody. "Baby Smiles." Me's now being used thematically to get the show on and off. "St. Louis Blues" has wisely been dropped. Instead, "The High Heeled Shoe" and "Jazz" are now dropped. (Two) uses "Old Feeling" tune for imposed lyrics about how he feels about the living stage. Lewis' act, who is a real big boy now. He's even doing a shag stamp with light-hoosie Betty Dickerson. Routine is a real big boy now.

Only two criticisms can justly be aimed at the star on his current show. His indulgence of a Colgate commercial during a session with Whittier is distinctly out of place, and when caught Lewis was prone to ease into the calcium spot too frequently when a special act was in the core of its routine.

On the screen, "Big City" (MG), reviewed in VARIETY, Sept. 15.

Cent.

PARAMOUNT, L. A.

Los Angeles, Nov. 5.

With such top-notch Everett Marshall, baritone, and the Novello Bros., doing their first imitation act, the current stage show at the Paramount is heavy on talent, though the routine is a little forced. The otherwise be an outstanding bit of entertainment.

Novellos, and Myrtle Hardin, torch singer with the Jay Whidden, are doing a good one. They have two separate appearances, thus splitting up their offerings. Result is the show sags at times and is more or less spotty.

A Marshall, who is headlining, was in a bad mood at the opener. Offers a diversified repertoire ranging from a Russian number to "Old Man River" and "That's Why Dancers Were Born." The show is a real big boy now. He's even doing a shag stamp with light-hoosie Betty Dickerson. Routine is a real big boy now.

Opening bit by the Novellos is a comedy skit in which they use their violin skills dancing and clowning, but it fails to make a mark. When they return later in the show for their timeworn, but always popular bird-lovemaking routine, the routine is a real big boy now. He's even doing a shag stamp with light-hoosie Betty Dickerson. Routine is a real big boy now.

Miss Harwin, member of the Whidden entourage, does a straight torch number on her initial appearance that registers so-so, but gets the routine. The show is a real big boy now. He's even doing a shag stamp with light-hoosie Betty Dickerson. Routine is a real big boy now.

Whidden band does only one solo number, at opening, and might click for a few minutes, but the show is a real big boy now. He's even doing a shag stamp with light-hoosie Betty Dickerson. Routine is a real big boy now.

Screen feature is Par's "High, Wide and Handsome," first time at regular times. Also Par News and "Color Classic" (Fox).

Edgar.

Probably a good bookkeeping, because it will delight the Temple fans, George Prentice's clever Punch and Judy act, but a little unusual is the fact that the actors are having a recent play, "The Music Man," which recently played the Music House. From the latter he went into "Virginia," recent fun musical at the Center. N. Y. Prentice stretches his legs, but not dramatically, but a minor factor because of the general interest.

Rest of the show consists of the Three Nonchalants, slapstick comedy act of only passing interest, and a singing choir, who do some interesting things, and a group of numbers, and the Gae Foster Girls, the hard-working line of ladies. The show a rather unique number, and the performers are well known.

Business fair Friday night, 7:30 to 9:30. Chas.

IATSE Backing TMAT Bargaining Move; NYTPA's Counter-Claims

More than 100 signatures were attached to a petition submitted last week to Theodore Mitchell, president of the Theatrical Managers, Agents and Treasurers Union. Signers complained that the committee, which was to have contacted the managers' League of New York Theatres, was lax, and that, therefore, the proposed moves by TMAT had lain dormant.

Petition went before the board and received immediate action, a new committee being named. This group asked for a conference with the league and met with that body's labor committee Monday (8). Understood that James Brennan, of the International Alliance of Theatrical Stage Employees, was present, and that he will be the TMAT adviser in all matters pointing to a contract with the managers. Planned absorption of the union into IA, but with autonomy, still awaits a decision on IA's part.

TMAT is known to be seeking a deal whereby only members of that union will be employed in the front of the house. That would mean closed shop, although the union declares its membership list has not been closed. Late joiners, however, may have to pay a stiff initiation fee.

Specific 'action' at this time principally concerns the box office. That is not limited to legit theatres, but to all places of admission over which the union claims jurisdiction. One of the changes sought concerns houses where the Theatre Guild supplies the regular crew with its girl ticket sellers. TMAT wants compensation for those ousted or provision made for other jobs. Also, if it has its way, the Guild girls will be forced to join the union. Same goes for one or two independent managers who have frowned on their staffs becoming unionists.

That the New York Theatrical Press Agents, a group including nearly all of the leading publicists, will again face the problem of joining the union, is indicated. Showdown may come over the claim of TMAT that it is qualified to enter collective bargaining for the whole field because of its numerical numbers and therefore qualified under the rules of the National Relations Labor Board.

Cedeed that TMAT is representative of box office people, but NYTPA contests the claim that it has a majority of press agents, also that none of the Broadway p.a.'s are in the union. NYTPA points out that its organization recently demonstrated that it can protect its members without aid of the union.

Stated that a member was recently dismissed and when the manager sought to engage another agent none in the NYTPA would accept the job until the discharged member was given one week's notice or paid the equivalent. The p.a.'s won their point. Also several members declined to accept the jobs at \$75 weekly, with the managers involved agreeing to pay the \$100 minimum, although no agreement to that effect has been reached.

Group Theatre Drama School's \$4,000 Take

Group Theatre, which temporarily dissolved last season but which figures again on Broadway with "Golden Boy" at the Belasco, has decided on a departure which will bring in side money to the organization. School of the drama will be started shortly, the class to consist of 40. Tuition will be \$100.

First plan was to teach diction and fencing, but now the course will include general stage instruction and it is hoped privately to try out plays about which the Group is uncertain. Net receipts of the \$4,000 which the class will gross will aid the organization to resume its summer sojourns, interludes during which partial production plans were made and rehearsals held.

Robert Lewis, appearing in "Boy," will be director of the school.

Schenectady-Albany Rotating Stock Co.

Schenectady, Nov. 9. Empire Players, Beauvais Fox and Frederick Calvin local stock group, form a split-week two-theatre circuit by rotating to the Capitol theatre, Albany, N. Y., starting this week. Shuttling will find the troupe in Albany from Monday to Wednesday and here from Thursday till Saturday. When road attractions fill the Cap's sked, the company will play extra dates in its home town. Opener in Albany is "Kid's Delight," Nov. 8. Crix in Albany have been covering local openings, advertised in Troy and Albany papers.

WINTHROP AMES, PRODUCER, DIES

Winthrop Ames, 66, long a factor in the American theatre, died Nov. 3 in a Boston hospital of pneumonia, following a long illness. He had been in bad health for a number of years and it was this which caused his retirement from active participation in the theatre in 1929. He never lost touch with the stage.

Born in North Easton, Mass., Ames early showed his predilection for the theatre by managing the productions of the Hasty Pudding Club, of Harvard, during his student years, and writing for that organization "Prosperine," one of its outstanding successes.

On his graduation his family, of high social standing, objected to his connection with the theatre and persuaded him to go in for editorial work. He published a number of magazines dealing with art and architecture, but the urge for the stage was too strong and from 1905 to 1908 he managed the Castle Square theatre, Boston, installing a stock company in association with Loren F. Deland. He produced dramatic attractions varied with light musicals and even grand opera.

In 1908 he was approached by the founders of the New Theatre, New York (later the Century), to take the artistic control of their venture, in which he was associated with Lee Shubert and John Corbin. Idea was too altruistic for the times, but he made many notable productions including Maeterlinck's "The Blue Bird," Galsworthy's "Strife," and many others, as well as a number of Shakespearean productions.

Ames left the New Theatre in 1911 to build the Little Theatre, where he made many important productions. He also sponsored "Sumrum," done at the Casino. Included were "The Green Goddess," "Old English," "The Affairs of Anatole," "Prunella" and "Snow White," the latter the first play for children to be given as important a production. Ill health

Waite Loses but Wins Collaboration On 'Journeyman'; 'Red Lights' Up Next

Dramatic adaptation rights to Erskine Cowdell's novel, "Journeyman," were last week awarded to Alfred Hayes and Leon Alexander in an unanimous opinion of three judges in the arbitration hearing conducted by the American Arbitration Assn. Wallace Waite, who made a previous unauthorized dramatization, claimed parts of his work had been used by Hayes and Alexander.

In making the award, the judges recommended that if and when the Hayes-Alexander work is produced, Waite be recognized as a collaborator and given a share of the royalties because of the literary merit of his adaptation. Not known what action Hayes and Alexander will take on the proposal, which carries no mandatory power.

Judges in the dispute were Emanuel Eisenberg and Lowell Brentano for the Dramatists Guild, and Raymond M. Guralson, for the Arbitration Assn. Sam Byrd holds the Hayes-Alexander script.

Bel Geddes' 'Siege'

Norman Bel Geddes, who deferred "Lower Than Angels" because he was unable to contract a Coast star to play the lead, is slated to start rehearsals of "Siege," Irwin Shaw's melodrama, with the Spanish revolution as its background.

Sylvia Sidney may still appear in "Angels." She likes the play, but there was a hitch over salary. Betty Davis was also slated for it, but is tied up by film commitments.

No 'Follies,' 'Cleo,' Atlanta Headache

Atlanta, Nov. 9. W. F. Winefoot, manager of Erlanger, is in midst of sad task of re-funding cash that had begun to pour in by mail for tickets to "Ziegfeld Follies" performances, due to show closing its run at Asheville, N. C. It was due in here Nov. 19-20 and advance sale indicated flesh-starved Atlantans were going to go for it in big way.

Another cancellation that hurt was Tullulah Bankhead's "Antony and Cleopatra," because Alabama girl's "Reflected Glory" did well here last season.

All-theater Celebrity Bureau will start its season at Erlanger Nov. 17-18 with Mikhail Mordkin's Russian Ballet.

IA Jams Yale Drama Dept.

New Haven, Nov. 9. Yale drama department and local IATSE boys go into their second huddle this week to iron out a condition that has existed here for some time. Years ago, local grips handled the various productions at the drama school, but with the advent of the policy which found studies of the department doing everything from scene-designing to scene-shifting, professional set-pushers landed out in the cold.

IATSE local has had the drama school on the unfair list for past two years and, although no radical steps are threatened, deckhands indicate that unless some working agreement is reached they might make it embarrassing for faculty members like Donald Densager and Stanley McCandless to continue teaching scene designing and stage lighting, respectively.

forced his retirement for a year in 1915 and he devoted his time to producing plays for the A.E.F. in France in conjunction with E. H. Sothorn. Coming back to the Little, he continued until 1929, when his health demanded his definite withdrawal from the active theatre.

In 1927, when "The Captive," "Virgin Man" and "Sex" brought the stage into disrepute, and producers were warned to clean up, Ames headed a committee of nine managers to act as unofficial censors. Committee functioned until the passage of the Wales Theatre Padlock bill, which, the committee felt, made negligible further constructive work.

In 1929 he adapted from the French of Edmond Flegg the play produced on Broadway as "The Merchant of Paris" and was also the author of "What Shall We Name the Baby?"

Arbitration hearing on the case of the stock rights to "Behind Red Lights," scheduled for last Thursday (4), have been postponed by mutual consent to this Friday (12). The arbitrators are J. Curtis, producer of the show on Broadway, and Beth Brown and the estate of the late Sam Shipman, her co-author of the work. "Lights" is now in its fifth week at Werba's theatre, Brooklyn, N. Y.

Possibility that "Lights," now operated by Jules J. Leventhal, may go to the Erlanger, Philadelphia. Censor board from that city attended a matinee of the show last Thursday (3), but did not attempt to reach any decision at the time. Purified form, known as the "Newark version," was used at that one performance. Term arose from the spoliated edition of the show which was given for the opening there not long ago, with Newark officials on hand to o.o. it for possible censoring.

End Plymouth Picketing When 'Susan' Ad Jerked; Abbey Stays In

No 'Protection'

Recent picketing of the Cort theatre, N. Y., by the Newspaper Guild was a surprise to the "Room Service" cast, since the players had previously contributed to the Brooklyn Eagle strikers.

Show's ad was one of the first to be yanked from the paper, along with those of the two other George Abbott shows, "Brother Rat" and "Angel Island" (latter since closed).

S.D. BETTELHEIM 43, TREAS., DEAD

Spencer D. Bettelheim, 43, of the Sam H. Harris staff, suicided Friday (5) night with a gun usually kept in the box office of the Music Box, N. Y., where he was treasurer. Body was found in an office he maintained in the Lyceum theatre. There was a bullet hole in the head.

Pulmonary infection dating from the time he was gassed in the war is believed to have preyed on his mind and was the probable reason for the act, although he had recent domestic trouble.

Reported that his doctor warned Bettelheim to continue treatments he had prescribed, "Spence," as he was called, acted strangely for several days, but that was ascribed to overwork in handling the tickets for Harris' "I'd Rather Be Right," which opened at the Alvin last week.

Bettelheim was quizzed by tax agents this fall over gratuities from ticket agencies and a heavy assessment was filed against him, amount first being over \$20,000. He made application for an abatement and expressed willingness to make a settlement, although he had paid the sur-tax, regularly accounting for all income in his tax return.

Whether the tax matter affected his mental condition is questioned, for he frequently said he did not have to worry over money and was regarded as being exceptionally lucky with investments and side enterprises. Two seasons ago he leased the Lyceum theatre in partnership with Otto Diehl, also of the Harris staff.

Believed Bettelheim was dolefully disappointed when "Right," which had been slated for the Music Box, was booked into the Alvin. That led to slotting "Of Mice and Men," a Harris attraction now in rehearsal, into the former spot instead of the Lyceum, where it was originally booked. Current attraction there is "Having Wonderful Time."

"Spence" was cited for bravery during the war but rarely spoke about it. He was allowed the limit in pensions because of frequent medical care. Edwin S. Bettelheim, his father, who published the former Dramatic News, a weekly, survives. There are also a widow and two children.

He was accorded a military funeral yesterday (Tuesday) morning under the auspices of the S. Rankin Drew Post 340, American Legion. Burial casket of considerable length was routed past the Lyceum and Music Box, both on West 45th st., traffic being halted during the courtesy of police officials with whom he was on cordial terms. Fellow members of the Treasurers' Club were massed in front of both theatres as the procession passed.

Lep Solomon, whom Bettelheim succeeded as treasurer of the Music Box, is on the Coast. Understood he was in telegraphic touch with the Harris office early this week, but whether he will return to the staff was not indicated.

DULZELL'S CONDITION

Paul Dulzell, Equity official, ill with influenza, was reported having passed the crisis Tuesday (9). That followed news that the patient's fever had touched 106.

Picketing outside the Plymouth, N. Y., where John Golden's hit "Susan and God" is current, ceased last Wednesday when the Newspaper Guild strike headquarters in Brooklyn was advised that the "Susan" ad had been ordered out of the Eagle, Brooklyn daily. Strikers, who had been concentrating on forcing out ad copy by the picket line method, had previously induced the withdrawal of all but two legit shows, the other attraction being the Abbey Players at the Ambassador.

Picket line at the Plymouth became so noisy that Golden ordered his press department to pull the ad. Four of the Guild's pickets had been arrested on disorderly charge complaints and came up for hearing Monday (8). At that time the complaint was withdrawn and the case dismissed.

Delegation from the Guild had called on Gertrude Lawrence, star of "Susan," requesting that she prevail on the manager to aid their cause by yanking the ad. English actress expressed her sympathies, but said it was a matter over which she had no say. Understood, however, that Miss Lawrence spoke to Golden about the matter.

Some showmen appeared annoyed over the pickets invading Broadway since the Eagle has little circulation in Manhattan.

Guild appeared to have decided on Broadway picketing after receiving a message from the New York Theatrical Press Agents to the effect that the latter supported the strikers. Sunday's (7) edition of the Eagle carried a considerable volume of department store advertising, also the copy on automobile show in Brooklyn. Legit ad was that of the Abbey Players ("The Far Off Hills"), under Shubert management.

Strikers from the Eagle picketed the Horse Show last Saturday night (6) with an imitation horse which carried signs. Horse Show advertisers in the Eagle and strikers also understood that M. Preston Goodfellow, publisher, would be present, as he had left the first negotiation meeting that p.m. to attend. Strikers were hoping to embarrass the publisher, but latter probably didn't see the "horse picket."

'Devil' Rehearses Again; Evelyn Laye's Payoff

Second time rehearsals of "Between the Devil," the Howard Dietz-Arthur Schwartz musical comedy, are due to start next week. Shuberts called in the show after trying it a week and a half. Management applied to Equity on the reopening because not having been closed eight weeks. (Corrections were granted for another three weeks, with players getting rehearsal allowance.)

Evelyn Laye, who topped the cast with Jack Buchanan, is understood to have had a contract guaranteeing her six weeks at \$2,000 weekly. Believed a settlement was made. New contracts have been issued the cast, said to be intact except for Miss Laye, who is supposed to have resigned early this week. Book changes have been completed.

Newark FTP's 'Island'

Newark, Nov. 9. WPA Federal Theatre of New Jersey will present Robert Louis Stevenson's "Treasure Island," under the auspices of the Theatre for Children. Adele Gutman Nathan directing, with a limited engagement of five performances set for Fuld Hall beginning Thursday (11).

Jules Eckert Goodman version will be used, same being successful at Punch and Judy Theatre, Manhattan, ten or twelve years ago.

Shutta's 'Hooray'?

Shuberts are considering Ethel Shutta to replace Kay Thompson for a singing lead in Ed Wynn's "Hooray for What!"

Producers approached the singer last week, but there is no deal as yet with the agent and the Shuberts huddling on terms. Singer is currently at the International Casino with her husband, George Olsen. Show is in its second week of a try-out run in Boston.

BIG 4A'S CHANGES ON TAPIS

Ticket Brokers Hiring Expert Counsel to Fight Tax Charges

Broadway ticket agencies involved in Federal tax claims have decided to contest the contentions of special agents, who have been investigating admissions tax payments for some time. Brokers got together last week and agreed to provide \$2,500 as a retainer for counsel. Understood a Washington attorney specializing in tax matters will represent the agencies.

Brokers are faced with heavy assessments, but in four instances none were filed, and the inference is that prosecution for alleged fraud will be instituted. If proven, the offense is a felony, and punishable by jail sentence. Such procedure is figured likely as a warning to others who may have evaded the statutes. Some of the smaller claims are indicated to be of the nuisance type. Investigators are reported explaining they "had" to file some sort of assessment, as the rigid rule of the law had not been strictly observed.

Expectation is that the pyramided admissions tax claimed from the agencies will be ruled out. Brokers say most of the cases may be dropped, if not considerably lowered. Claims against boxoffice people similarly are figured to be open to abatement and in a legal test may be found to be unconstitutional. Some ticket sellers have not been assessed as yet, it being explained that, if not more than \$1,000 in gratuities could be figured over a five-year period, no claim is to be made.

Forbes-Robertson, 84, Great British Actor, Succumbs in England

Sir Johnston Forbes-Robertson, 84, one of the greatest Hamlets of the stage, but perhaps better known as a certain beloved for his "Passing of the Third Floor Back," died in his home in St. Margaret's Bay, near Dover, England, Nov. 6. He had been seriously ill of bronchitis for an extended period. He made his farewell "Hamlet" at the Drury Lane theatre, June 8, 1913, before an audience of 3,500.

Son of John Forbes-Robertson, critic and journalist, he began his career as an art student, being admitted as a pupil to the Royal Academy and perfecting his technique in Paris. He gave excellent promise and one of his paintings, of Sir Henry Irving and Ellen Terry in "Much Ado About Nothing," now hangs in the Players club, New York. But in spite of his talent in this direction, he found it difficult to obtain commissions and turned his attention to the stage, becoming a pupil of Samuel Phelps, one of the old school of actors. He made his stage debut in London in 1874 in "Mary Queen of Scots," and his wonderful voice and impressive stage presence brought him rapid advancement. His second appearance was in support of Ellen Terry in "The Wandering Heir."

He joined Charles Calvert's company in Manchester, where he played for several months. Then he returned to London, where he appeared in a number of productions, in 1880 becoming the support of Helena Modjeska. He next went to Wilson Barrett and then to Sir Henry Irving's company, where he remained only one season. He went from there to the (Square) Theatre's company and in 1885 made his American debut in New York in support of Mary Anderson.

The following year he became an actor-manager, taking over the Lyceum theatre, London, and playing mostly the standard dramas until Jerome K. Jerome wrote for him "The Passing of the Third Floor Back." In 1900 he made his farewell tour of America with his wife, the former Gertrude Elliott, sister of the better-known Maxine, his outstanding productions being Shaw's "Caesar and Cleopatra" and "The Merchant of

Political Crix

Hissing which greeted mention of a third term for President Roosevelt opening night of "I'd Rather Be Right," at the Alvin, N. Y., was not the first instance of such demonstration since the show premed in Boston. It also occurred in Baltimore during the tryout date there.

Sound came from the balcony at the Broadway premiere with one faction razzing another which had applauded the idea. Second night the same thing occurred, but the hisses turned to laughter after a few seconds.

Vince Minnelli, Harry Kaufman Hub Casualties

Boston, Nov. 9. Tough luck hit two behind-the-scenes principals last week during the rehearsing and revision of "Hooray for What?" at the Colonial. Harry Kaufman, Shubert exec, fell from a musician's chair which he was using as a stepping stone from orchestra floor to stage and fell into the pit, breaking his upper left arm and bruising himself. Laid up in Beth Israel hospital several days.

Vincente Minnelli, director and scenic designer for the show, collapsed on the job after 65 consecutive hours in the theatre and had to retire to his hotel room for a few days rest.

'Letty' Boston Date Depends on 'Take' Run; Broones' B'way Plans

Pittsburgh, Nov. 9. Tentative booking of Charlotte Greenwood's "Leaning on Letty" in Boston for a run starting Xmas Day may not materialize unless the Plymouth theatre there is available at that time. Martin Broones, star's husband and manager, said here last week that no other site would be considered. Indications are that "You Can't Take It With You," now in its ninth week in the Hub, will still be running at the Plymouth around the first of year.

Broones has been offered the Copley for "Letty," but has insisted he won't take that site on account of its bad location. In case the Boston deal falls through, "Letty" will fold in Cleveland Dec. 18, unless the producer decides to play a return engagement in Philly, where the piece grossed around \$50,000 in four weeks recently. Also had a profitable engagement here last week.

Broones expects to present Miss Greenwood on Broadway this season in her first non-musical, an as yet untitled play by Walter Hackett.

Venice in addition to their repertory. He was knighted by King George in 1913, just prior to his retirement.

Forbes-Robertson was one of the famous actor-managers who regarded the theatre as something more than a commercial enterprise, and yet he made his ventures pay handsomely. He was one of the outstanding figures of the British stage in the heyday of its glory, and exerted a powerful influence for good. He is survived by his widow and four daughters, Mrs. Maxine Miles, Chloe, Diana (Mrs. Vincent Sheean) and Jean.

TAX DOUBLING VIRTUALLY SET

Further Realignment Moves Expected This Week—Exact Nature Undetermined—No Action on BAA-AFA Squabble

AFRA'S 4,000 MEMBERS

Additional steps in the extensive realignment of the Associated Actors and Artists of America may be taken this week. Meetings of the board, were held last Friday (5) and Monday (8) and a third session is scheduled for Friday (12).

Not known precisely what will develop, but some significant action is anticipated. Presence in the east of Kenneth Thomson, Screen Actors Guild executive secretary and a force in Four A's affairs, indicates something important is afoot, since he has vital SAG matters current on the Coast.

When the Four A's heads finally get around to making the actual changes in the organizational setup, understood the plans call for several important moves. While no official agreement has been reached, certain of the influential Four A's heads favor a much stronger central body, with the member groups having considerably less autonomy. Idea would be to have an all-powerful main organization, with a central headquarters and central treasury.

Under such a setup, it is figured, all performers in show biz would be primarily members of the Four A's and would retain merely nominal membership in the subordinate bodies such as Equity, SAG, AFRA, AGMA, etc. Branch offices of the Four A's would be established in key cities and the various groups would act as one in any crisis. Figured such an arrangement would make the Four A's much more cohesive and mobile and would cut administrative expense, possibly permitting a slice in dues, or at least an end to duplication of dues.

However, any vital change in Four A's setup or policy would require revision of the constitution. That is an extremely complicated matter. (Continued on page 55)

Discussion Meeting Suggests Sliding Equity Dues; Plan To Force Support of ATC Moves

Hopkins Told Him

In a forum discussion broadcast from Town Hall, N. Y., last week, Arthur Hopkins was asked what could be done to curb the speculation in legit theatre tickets. Replied that nothing could be done as long as the public continues to pay the extra hike in price.

Producer went on to explain that a friend of his had told of paying \$100 for a pair of seats for the Broadway production of "I'd Rather Be Right," the Cohan musical. "I told him he was a damned fool," said Hopkins.

First of three meetings for the discussion of Equity problems by the general membership was held at the Astor hotel last Friday (26) with Burgess (Meredith) presiding. About 500 attended the session, which was marked by several stirring discussions. Equity officials called the meeting "valuable and stimulating." First part, which was closed until guest speakers arrived, was devoted to a discussion of adjusting dues for members in the lower salary brackets. Sliding scale was suggested. Queries in regard to the American Federation of Radio Artists were answered by George Heller.

After it was pointed out that the meeting had no power to act but only to recommend suggestions to the Council, it was agreed such a recommendation be made in regard to securing information on gross salaries earned by actors. Idea is to determine whether or not such a sliding scale plan is feasible. Suggestion that the matter be brought up at the meeting was made in a letter Burgess Meredith stated he had received from Morris Ernst, attorney.

In the discussion of AFRA, George Heller first explained the intentions and set-up of the organization, which he declared was ready to begin negotiations with at least one broadcasting company next month. He stated that AFRA now has 4,000 members in 800 stations throughout the United States and Canada. Branches of AFRA exist in N. Y., Chicago, St. Louis, San Francisco, Cincinnati, Los Angeles and Montreal. Equity members joining (Continued on page 55)

Al Shean's \$200 Equity Payoff On 1931 'Wine'

Claims for actors salaries dating back six years were finally settled last week when Al Shean paid Equity \$200. Amount will be distributed among the cast of "Light Wines and Beers," shown briefly at the Waldorf, N. Y., in 1931. Show was really a revival of "The Good Old Days," written by the late Aaron Hoffman and presented at the Cohan by A. H. Woods in 1922.

"Wines" was put on by Shean and Sam Bernard, Jr., also known as Davy Jones, but the former was held responsible for the players' contracts. Originally the claims totaled \$1,000, most of which had been installments by Shean, sometime of Gallagher and Shean. He came from the Coast recently to play the lead in "Father Malachy's Miracle," temporarily abandoned but now due at the St. James next week.

Waldorf never figured prominently as a legit theatre. It has been used for grind pictures for several years.

Ex-Terper Oil Queen Prods. Musical She First Yenned at 13

Cleveland, Nov. 9. "Right, This Way," Alice Alexander's new musical slated to open Monday (8) at the Hanna, had to shift opening to Tuesday (9) at the last moment because of difficulties in hanging the show. Some of the scenery arriving late was too elaborate. Had to be cut down a trifle and took longer than expected to set up.

Production is first legit vehicle for Joe E. Lewis, the night club m.c., who is costarred with Tamara and Blanche Ring. Leona Powers, Michael Doyle, Thelma White, Henry Arthur, Milton Parsons, Leonard Elliott, Joey Ray and Leona Stephens are in cast.

Femme angel (who is only 23) is a blonde ex-dancer who got the producing itch after netting about \$100,000 out of an oil well. Marianne Brown Waters, who wrote the book, and Marjory Fielding, dance director, are two of her Boston friends also reported to have an interest in show which deals with a style expert and a newspaper man in Paris. Brad Greene is doing the music. Settings by Nat Karson range from a Paris scene to a Back Bay salon. Miles White designed the costumes and Gertrude Robinson is directing show which, according to its so-called "Lady Ziegfeld," she began planning 10 years ago. That would make her only 13 at that time, but the Alexander gal is sticking to her story.

In N. Y. it's reported that Miss Alexander's angel is a member of the Luckenbach steamship family.

Connelly Back West

Marc Connelly, who has been in New York, plans to leave for Palm Springs, shortly to work on a play. Has been East for the annual Authors' League elections.

Flim-Flam Almost a Conviction As Joe Flynn's Hub Bally Backfires

Boston, Nov. 9. Phoney press stunt engineered by Joe Flynn, p.a. for George Abbott's "Room Service" here, almost landed him in the hoosegow last week. Even Flynn's well-known double-ended tongue was taxed to talk his way out of the jam. P.a. later said it was the first time he'd ever been fingerprinted for framing a story.

As a regular police headquarters story, Flynn inveigled Hugo Lundgren, treasurer of the Copley theatre, to notify the cops he had been flim-flamed by a blonde gal who made a quick-switch with a roll of quarters. According to the story picked up by Boston papers and radio news services from the police blotter, Lundgren was approached by a halcyon-colored girl who passed in a \$20 bill and asked for two \$10 rolls of quarters in change.

Treasurer obliged, then on second thought the girl said she had intended to ask for one roll of quarters and one of halves. She passed back one quarter roll and received the halves. Lundgren later discovered the roll she passed back was a piece of iron pipe, cut to size, with two quarters placed on the open ends for "front."

Police checked on the piece of pipe through a nearby plumbing shop, where a clerk described the pur-

chaser of the custom-cut pipe as a "guy dressed in a loud crash suit, and who talked a lot." Piece of hotel stationery left by the breezy suspect, led to the lobby of a hotel, where they waited for their quarry. Flynn strolled in wearing a loud crash suit and began talking fast and the plain clothes cops nabbed him. Still talking fast, Joe denied all knowledge of the flim-flam, until finger prints on the piece of pipe matched his.

Film Flam Flynn was released with a warning.

Edgar Allen Must Amend Complaint In Fannie Brice Suit

Failure to state that he was a licensed theatrical agent cost Edgar Allen his suit for \$14,500 against Fanny Brice in N. Y. supreme court Friday (5). Justice Salvatore Cortello dismissed the action on motion by Miss Brice's attorney.

Allen sued the comedienne for 10% fees on her earnings in the Shuberts' "Ziegfeld Follies," claiming he obtained the job for her. The Court allowed Allen 20 days to amend his complaint.

Sliding Equity Dues

(Continued from page 53)

AFRA before Dec. 1 save the \$10 initiation fee.

At this point questions from the floor were put to Heller by William Brady and Lee Beggs. Latter pointed out that, according to Heller's statement, members who were in arrears to Equity, could square themselves very inexpensively for \$10 by joining AFRA, and stated this seemed to be an injustice to members in arrears who are not in radio. This was admitted by Heller as something which had not been thought of at the time making a suggestion that the Council investigate the matter and discuss it with AFRA officials.

William A. Brady then sounded the first of several warnings regarding the growing strength of the other member unions in the Associated Actors and Artists of America. Idea was suggested that they might prove "Frankensteins," leaving Equity as a less important union. After moving that the Equity membership keep posted on the by-laws and constitutions of the other Four A's bodies, he withdrew the motion when Philip Loeb pointed out that this might hamper impending negotiations.

Moss on Ticket Specs

Discussion was terminated at this point by the arrival of N. Y. License Commissioner Paul Moss, who was immediately given the floor. Meeting became an open one at this time. Moss first explained that Mayor La Guardia was unable to appear, as scheduled, to speak on his attitude toward the theatre, but that he would attempt to present the Mayor's views as well as his own. Stated he was in favor of a municipal laboratory theatre, which he would gladly discuss in his office with any Equity member who had any suggestions in regard to it.

Stated further that a letter had been turned over to him by the Mayor complaining about ticket speculating. He explained that there was a non-operative N. Y. State law regarding ticket speculating, and that Equity might do well to back a city ordinance in order to provide a local rather than a State law to handle the problem. This could, he suggested, be brought before the new City Council when it meets in January. He hinted at a law to license the brokers.

Announcement sent to Equity members had stated that Moss would try to justify his ability to close the streets, but there was no mention of this subject by him. Peggy Wood attempted to raise the subject of his censorship activities, but she was summarily silenced.

Pemberton Says

Next speaker was Brock Pemberton, who expressed the view that Equity could control the brokers through its closed shop agreement with the producers. Then went on to state that all the American Theatre Council had done since the convention was to hold a few luncheons, but that the only concrete accomplishment was in the field of helping new talent develop. He admitted he "didn't know where this talent would play," but declared it was hoped to get them suggestions. Meeting went on record as suggesting approval of the work of the ATC.

Antoinette Perry spoke next to describe in more detail the help to young talent. It was intended, she said, to make the ATC a clearing house for young actors, and also as a means of fighting chiz dramatic schools. First announcement, she stated, had been printed by only one N. Y. newspaper and 4,000 letters had been received and 600 actors interviewed. Several experimental groups have been formed as a result, with more to follow. ATC provides the rehearsal hall for the actors, for whom they hope to get auditions from producers.

It was then suggested by Pemberton that the meeting should recommend to the Council the appropriation of \$350 to carry on this work. ATC board of governors had donated it contingent to its being voted by Equity. Motion was carried.

Rest of the meeting was devoted to a brief explanation of the present status of the so-called Federal Arts bill and wound up with Francis Verdi's statement on the WPA actor. He reported that an investigation is currently being made of how many amateurs are on the payroll who should be dropped so that the relief

rolls can be cut down to include as nearly as possible only professionals.

Equity Threat?

Matter of the American Theatre Council arose and its efforts to better theatre attendance were commended. Mention was made of the resolution adopted by Equity's governing board last month to the effect that it is ready to force reluctant managers to cooperate with the ATC if and when it decides to experiment with innovations: such as early performances so more commuters may be attracted to the theatre.

Idea is not new, but was suggested by Equity some time ago and was adopted by the ATC at the legit convention last spring. However, according to the resolution, Equity prepared to cancel actors' contracts if necessary to force managerial compliance. Frank J. Gilmore, Equity prez, explained that he did not expect the organization would ever resort to such drastic measures. Equity's head added that only if a preponderant number of managers agreed to an ATC proposal, would Equity seek to compel the holdouts into line.

In such an eventuality the loss of engagements by players whose contracts were cancelled would not be considered vital to Equity leaders. They said that the ATC plans are for the betterment of the theatre and that if some actors did lose jobs it was for the benefit of the theatre as a whole.

Contract Cancellations

That such cancellations might cause further dissension within the ATC membership was not regarded as pertinent, either. Equity is but one group in the ATC, other stage unions and the managers being integral parts. It is proposed to make the resolution a part of standard forms of contracts but the date of inclusion is indefinite. When it is decided to make the rule effective, managers will be notified. That would make the following clause operative: even though not included in the text of the contracts:

"The manager agrees that he will conform to and assist in carrying out any activity or plan of action of the association or its council having for its purpose the promotion of the best interests of the legitimate theatre and those employed therein; the failure on the part of the manager to do so shall constitute a breach of all employment agreements between Equity members and the manager, entitling the actor, with the approval of the Equity council and general or special meeting, to terminate this contract without liability or in the alternative entitling Equity to suspend the contract and the employment of the actor thereunder upon such terms and conditions it may determine."

When the ATC started functioning last season it was stated that no controversial issue would be handled. No explanation was made of Equity's thrust, however, and the reaction of other stage unions and the League of New York Theatres remains to be noted. Dramatists Guild was indicated to have frowned on the resolution, especially when it was apparent that if Equity closed shows by calling out actors, other contracts would also be breached, including those of authors.

NO 'GLORY,' GRISMAN SUES BENNY ET AL.

Jack Benny, Bert Wheeler, George Jessel and the Glory for All Corp. of Los Angeles, are named defendants in a \$10,000 breach of contract suit in the N. Y. supreme court by Sam H. Grisman, the producer.

Grisman alleges that he entered into a contract last January with the defendants under which the Glory Corp., through its officers, agreed to furnish a play titled 'Glory for All,' including a cast, provided Grisman furnish the theatre and what goes with it. Grisman said the contract provided the play was to be ready by Feb. 15. He obtained the 48th St. theatre in preparation for the production of the play, which was then informed by Robert Milford, secretary of the Glory Corp., that the agreement was all off.

Prize 'Melody' for B'way

London, Oct. 29. Kjeld Abell's play, 'The Melody That Was Lost,' received the Silver Medal prize for the best foreign theatrical production during the Paris Exhibition. Play was performed here by the Danish Ensemble and is now being adapted for French production by Andre Mauprey.

Lee Ephraim and A. L. Berman have jointly secured the option for America and, according to reports here, the play will be directed on Broadway by Marc Connelly.

4A Changes

(Continued from page 53)

uated process. Any amendment, under the present setup, must first be proposed by a member of one of the affiliate groups, then passed by a majority of that group's board. Executive secretary of the Four A's may then be informed and, after officially notifying the other affiliate groups, must wait two weeks before further action may be taken. When the Four A's board okay the change, it must still be approved by the boards of all the affiliates before becoming effective.

While all that rignamaric sounds and is virtually prehistoric, steps to reform the whole setup will probably get under way this week. Understood the board of the Hebrew Actors Union will receive a request from a member for a constitutional revision and will act on it at once. HAU was chosen for the move because it is one of the smallest Four A's bodies and the maneuver can be quickly made. Thomson and Henry Jake, the SAG, AGMA and AFRA attorney, will go to the Coast together at the end of the week and will work out some of the plans en route.

Last Friday's session was scheduled to consider the charges of jurisdictional invasion brought by the Burlesque Artists Assn. against the American Federation of Actors. Matter was set aside, however, due to the absence on the Coast of Ralph Whitehead, AFA executive secretary. Meeting was quickly adjourned until last Monday. When it reconvened, however, the meeting again failed to take any official action.

Before leaving the Equity offices, where the session was held, however, the AAAA board members discussed informally the matter of a boost in the per capita tax on member bodies. It was tentatively agreed that the present rate of 55c per member, which each group must pay to the Four A's, would have to be raised, probably to about \$1.50. It is explained, in that connection, however, that no tilt in the per capita tax may be made without an amendment to the Four A's constitution.

Another angle in the matter of a per capita tax boost is the question of how much money is now in the Four A's treasury. Organization has been functioning for nearly 20 years and in that time has had comparatively little expense. With Paul Dulzell, AAAA treasurer, ill, no report on the organization's finances was available. Apparently no one else had more than a vague idea of the condition of the treasury.

Expected the largest per capita

Theatre Scarcity McCoy in Chi; 4 Houses, No Local Production

Chicago, Nov. 9.

Current theatrical season is adding up as Chicago's best and worst since that momentous year, 1929. It is unquestionably Chicago's biggest box-office season in the last eight years, with every show doing walloping trade and playing to capacity or near-capacity crowds.

It has come to the question of availability of theatres, there only being four loop houses to supply an inordinate demand on the part of the New York producers who see in Chicago this year a real coin opportunity for shows. Has gotten so tough on the theatre situation here that the Shuberts have begun negotiations with Balaban & Katz for the possible rental of the Apollo, former legit acor which has been straight picture house for the last three years. Understood, however, that B. & K. isn't at all agreeable to turning over the Apollo to any legit operator at this time, though 't circuit is figured as willing to rent out the smaller Garrick on such a deal.

While business is buzzing along in Chicago on eastern attractions, local production activity has dropped to zero. Formerly a beehive of action at this time of the year for local shows, stock and rep companies for the entire midwest, etc., Chicago today is at an absolute standstill, with not a ripple of casting or production activity in the legitimate field hereabouts. Chicago has finally become a regular roadshow stand for the eastern producers. It has absolutely no standing any longer as a production center. It depends entirely on the eastern supply for its legit entertainment.

Practically all the mob of legitimate talent which used to headquarters in Chicago has shifted either to New York or Hollywood. Only ones remaining here are those who have grown too old to seek employment elsewhere. And those who are really up against it here have been taken into the local Federal Theatre projects.

MRS. LESLIE CARTER NEAR DEATH IN L. A.

Hollywood, Nov. 9.

Mrs. Leslie Carter is expected to live through the day.

Mrs. Carter made her debut about 1891 in 'Miss Helyet,' a light musical farce as rather a flop. In those days since the plot revolved around an accident during a mountain-climbing episode in which she was supposed to have hung head downward, her skirts covering her face, if not her legs. Much of the plot incident had to do with the identification of the body with the legs. It opened at the Star, N. Y., and enjoyed considerable of a run, due as much to her social position as to the entertainment content of the play.

She had been the wife of a prominent member of the socially elect Chicago family, Carter close upon the recent stage debut of Mrs. James Brown Potter, she was regarded as a freak.

She was crude, but a promising actress, and her success in the musical led her to place herself under the guidance of David Belasco. At a later day she engaged in a lawsuit with him and told a vivid story of that training period, during the course of which she alleged he had dragged her about her apartment by her hair and had otherwise brutally maltreated her. But he made an actress of her, and a good one.

She rose a little triumph in the French play 'Zaza,' which had more than a year at the Garrick theatre, displaying a fire and finesse her detractors never dreamed of when she first announced her intention of going on the stage. Thus, she developed into a finely sensitive actress, helped a little, perhaps by a role peculiarly suited to her temperament and personality.

She at one time was mentioned for pictures, but the merciless eye of the camera defeated this intention. She had passed her peak and was unwilling to accept the subsidiary assignments which was all the pictures had to offer. She has, however, played a few vaudeville engagements about 10 years ago.

Shows in Rehearsal

'Siege'—Norman Bel Geddes.
'Or Mice and Men,' Sam H. Harris.
'To Be Continued,' Green and Ferro.
'Love of Women,' Shubert's.
'Your Obedient Husband,' Frederic March and John Crowell.
'Work Is for Horses,' Brown and Grisman.
'Something for Nothing,' Stuart Drake.
'Father Malachy's Miracle,' Delos Chappell.
'Robin Landing,' Harmon and Hambleton.
'Barometer Towers,' Guthrie McClintic.
'Merely Murder,' Rowland Stebbins.
'Brown Sugar,' George Abbott.
'The Housemaster,' Ruth Selwyn and M. Shubert.
'Three Waiters,' Shuberts.
'Four Cents a Word,' Cheryl Crawford.
'The Tough Breaks,' Berney and Cleary.
'Too Many Heroes,' Carly Wharton.

payments will come from the SAG and American Federation of Radio Artists, since they already outrank the other groups in numerical strength. SAG has approximately 16,000 members, it is estimated, while the AFRA claims 4,000. Equity, for years the dominant body, has about 3,000 paid-up members.

On the part of the Four A's, it must pay a per capita tax to the American Federation of Labor, from whom it has a charter. Rate was 1c per month per member, but at the recent AFL convention in Denver the rate was doubled to 2c per month.

Illness of Paul Dulzell, who is said to be in serious condition with influenza, will probably hold President Frank Gilmore in Equity's offices longer than anticipated. Gilmore has taken over Dulzell's duties as executive secretary-treasurer of Equity and one of the details he is taking care of is the signing of checks. Unless Dulzell recovers more quickly than expected, Gilmore will remain as Equity, although he was slated to move into new Four A's quarters, as executive director, late this month.

Disaffection of Dulzell also necessitates postponement of a decision the possible reconsideration of his resignation. Equity's council rejected the resignation and he was to have appeared at yesterday's (Tuesday) council session to give his decision.

Council session was occupied with reports of committees, including that assigned to the matter of merging the chorus branch with the parent group. Record number of committees is said to be considering issues and proposals.

Inside Stuff—Legit

George Holland, dramatic critic of the Boston American, laid up since last March with a broken leg, pneumonia and other complications resulting from a stumble off a curbstone, is now writing his own column, 'Boston After Dark.'

During his illness, city room friends filled Holland's column with chatter, leaving his byline at the top. He is making the nitery and theatre rounds on crutches, but is definitely the healthiest looking critic in town. Friday night, his official reopening, found his office jammed with flowers, cigars, candy, telegrams, etc., of welcome.

N. Y. Deputy Police Commissioner John H. Morris, a former legit who is widely known in Broadway circles, will marry Louise Edwards this week (12). Only recently appointed to the post of deputy commissioner, he is the youngest man ever to hold that office. Several years ago he was one of the University Players at Falmouth, Mass., and formerly lived with Henry Fonda and James Stewart. Morris was also host to monthly actors' parties tossed in a 40th street beer cellar which were attended by many of the younger legiters.

Samuel F. E. Nirdlinger states that the Erlanger theatre, Philadelphia, is not committed to rotary stock attractions of J. J. Leventhal. Razing of several legit houses there has upped the chances of the Erlanger to book roadshows regularly.

Showman insists the house will not play stock attractions nor cut rate shows. Some in the past used the two-for-one system.

Two-girl-ticket sellers in the box office of a Boston theatre appear to have disgraced several Broadway showmen. One producer is reputed to have stipulated in his booking contract for the theatre that they are not to be on duty during the Hub engagements of his shows. Another manager made a similar verbal proviso recently when opening his production there.

'Daughter' Smacks Chi, \$15,000; 'Rat,' 'Women,' 'Take' Still Strong

Chicago, Nov. 9. Not a murmur of complaint about business among the legit houses this year. Boxoffice pace has been on the boom for weeks now, with no sign of a lull. Chicago public has indicated with real letuce that it's ready to patronize the legit spots in this town. Now taking everything in stride.

When 'Madame Bovary' scrambled the Grand after two smashing weeks (that could have been four or six) it was followed by 'Yes My Darling Daughter,' the second of the American Theatre Society season, and that show is garnering beaucoup gelt. Though it's an extremely short three-act, the cast is putting it over with a solid wallop. Will go at least two weeks beyond the fortnight subscription.

Final weeks are being announced in the papers for 'The Women,' which is now scheduled to fit down on Nov. 27 after 10 weeks. Business for this runner, as well as 'Brother Rat' and that Methusalem of the local legit biz, 'You Can't Take It With You,' has been fine.

WPA is reading a new show, the G. B. Shaw 'Devil's Disciple,' for the Great Northern on Nov. 25 to follow 'Monesh,' the Yiddish farce, 'The Straw' at the Blackstone has caught on following excellent notices and is getting real patronage.

Town is waiting for 'Victoria Regina,' 'Tovarich' and maybe 'Room Service.'

Estimates for Last Week

'Brother Rat,' Selwyn (1,000; \$2.75) (12th week).—Business holding nicely on general strength of trade in legit circles here. No complaint at \$10,500.

'The Women,' Erlanger (1,400; \$2.75) (8th week).—Ready to scam on Nov. 27, but business still good, with the matinees a matter of shoe-horns to handle the scramble. Femmes jamming the lower cost showings and seats. Solid \$15,200 last week.

'Yes My Darling Daughter' (1,300; \$2.75) (2nd week).—Opening season held helped by ATS subscription receipts proved a first forerunner at \$10,000 on the gallop. Play received well here by customers and press.

'You Can't Take It With You,' (1,000; \$2.75) (40th week). End is still a long, long way off. Opening here last season only a few weeks after click of show in New York, this company has kept pace with a steady groove that hasn't yet dropped under five figures. Again a winner at \$11,600.

WPA

'Monesh,' Great Northern. Ready to close after good spell.

'The Straw,' Blackstone. Fine notices and word-of-mouth.

'RAT' \$9,500, CLEVE; OVER LAST SEASON

Cleveland, Nov. 9. Hanna is passing last fall's figures for third play by taking in \$9,500 on 'Brother Rat,' which was far more than Bill Blair expected on the light comedy. Unusually large number of lower floor tickets sold, due chiefly because of the \$2 top. Consistently good crowds through the six evening shows, and two matinees also got smart.

'Right This Way,' new musical comedy by Alice Alexander, 23-year-old Broadway producer, got off Monday (6). Advance word, however, being season's first-premier here, it should sell fairly well, although Joe E. Lewis is not known locally. Maurice Evans in 'King Richard II' follows Nov. 15, then 'Leaning on Letty' Nov. 23.

Estimate for Last Week

'Brother Rat' (Hanna; 1,435; \$2 top). Encouraging; \$9,500, considering comedy's lack of marquee names, proving natives are growing show-minded again.

New Haven Skeds Ballet, 'Housemaster,' 'Love'

New Haven, Nov. 9. After a dark 10 days, which followed a swell 'Richard II' week-end, the Shubert again turns on the mazdas with the Ballet Russe in for Wed. (10) afternoon and night. Advance sale cleaned out lower bracket ducaats a week ahead and the \$2.75 toppers should be all snapped up before the show.

House follows Thursday (11) with the American premiere of 'The Housemaster,' a Milton Shubert-Ruth Selwyn presentation, in for a last haul.

Another booking is the tryout of the Shuberts' English play, 'Love of Women,' set for Nov. 16-17. Play features Heather Angel, from pix.

TOVARICH' \$18,500, WASH.; 'DOOR' CURRENT

Washington, Nov. 9. 'Tovarich' pocketed approximately \$18,500 last week at the National at \$2.75 top. Show was third of American Theatre Society offerings, which assured heavy audience but leaves question again of whether an attraction of top caliber isn't hurt in the total take by the fact that all middle-price seats are taken by subscribers at cut-rate.

It is because ATS has consistently included hits in its seasons for several years, however, that the town buys up subscriptions as soon as they are on market. If at least one show is included that needs subscription crowd to carry it, idea will have passed in a new show of 'Madam Bovary,' 'Amphitryon' and 'Tovarich' one lightweight won't make the folks angry.

Current is Joan Bennett in 'Stage Door,' with crix going heavy on the bally in view of green rep, giving week benefit of both a Broadway hit and a Hollywood pa. Next is 'Ghost of Yankee Doodle' with Ethel Barrymore and Dudley Digges, fourth ATS booking.

'VICTORIA' 35G, 'BOVARY' 13G, 'PHILLY'

Philadelphia, Nov. 9. Legit show bookings continue to be uncertain and in a generally muddled and chaotic state. At a late hour 'Four Cents a Word,' the Cheryl Crawford production, skeddled for last night at the Erlanger, cancelled its week's booking. Apparently not a mere postponement, and the show won't try out here at all, which means house will be dark for two weeks, with the Mask and Wig production, 'Fifty-Fifty' Thanksgiving week, as next offering.

Putting off of 'Three Waltzes' means the Forrest is dark this week. Next Tuesday Ed Wynn's 'Hooray for What?' is announced. Musicals for three weeks and will be followed by Maurice Evans' 'Richard II.'

Chestnut is rather better off in the matter of bookings. Following the two weeks of 'Madame Bovary' house gets 'Housemaster,' English importation, for a fortnight, also on subscription program. Nov. 29 'Three Waltzes' is announced, but the week by the week bookings have been stifled and cancelled this season, that's pretty far ahead to be certain.

Prolongation of the New York season of the Abbey Theatre Players has furthered the local situation, and it is not unlikely now that Irish company will appear here at the Locust.

Helel Hayes departed in a blaze of glory Saturday night, with nearly \$100,000 garnered here during three weeks at the Forrest in 'Victoria Regina.' Last week's figure went to \$25,500, with every inch of standing room and extra chair space taken. They just couldn't have squeezed any more people in with a shoehorn. 'Madame Bovary,' first ATS subscription offering of the season, didn't open until Tuesday last week because of the difficulty of getting the heavy protection ready after the trip from Chicago for next Tuesday.

Estimates for Last Week

'Victoria Regina,' Forrest (2,000; \$3.42). Wound up stay in a bonfire, getting \$35,500, which represented absolute capacity and all standees and extra chairs the last standing. Hit \$95,136 through the three weeks, a local record at the scale. House dark this week, with Ed Wynn's 'Hooray for What?' next Tuesday.

'Madame Bovary,' Chestnut (2d final week).—\$2.84. Delayed opening until Tuesday (2), which resulted in first-night sellout, but thereafter downstairs trade was off until end of week. Notices were adverse and didn't help. Reported \$13,000 for seven performances, with subscription accounting for most. All done this week and may pick up accordingly. 'Housemaster' next Monday.

'Richard' \$7,000, Buffalo

Buffalo, Nov. 9. Maurice Evans, 'Richard II,' tabbed a good \$7,000 here last week. Played four nights and a matinee at the Erlanger, then moved to Rochester.

'Disraeli' \$6,000, Balto; Season Strong So Far

Baltimore, Nov. 9. Current season thus far has been the most bullish of any in years, with shows getting plenty of support from the dailies.

'You Can't Take It With You,' at Ford's, has a nice advance and looks set for a solid engagement. Young Mr. Disraeli, Alex. Yoke's production, had a fairly steady week at the Maryland. Critics gave it generally good notices. 'Id Rather Be Right' walked out a \$30,000 gross two weeks ago at Ford's.

Estimates for Last Week

'Young Mr. Disraeli,' Maryland (1,570; \$2.20). Fairly steady play for this pre-Broadway tryout of Yoke's, matinees almost solid; \$6,000.

'LETTY' \$12,000, PITT; 'RICHARD II' CURRENT

Pittsburgh, Nov. 9. Legit season looks like it's finally launched here, with the Nixon getting its second click in a row with Charlotte Greenwood's 'Leaning on Letty.' Despite the fact that the star hasn't been here in 11 years, and then in vaude, the comedy gave the house its biggest opening of the year so far, with a week-end gross of \$12,000. (Election day) to come through with \$12,000. That figure means plenty of profit for the week. Despite the fact that the star hasn't been here in 11 years, and then in vaude, the comedy gave the house its biggest opening of the year so far, with a week-end gross of \$12,000. (Election day) to come through with \$12,000. That figure means plenty of profit for the week.

'Letty' had compish from symphony concerts and the Jooss ballet, not to mention the hot mayoralty election, but got going in mid-week and never let go, with particularly heavy sale in balcony and gallery, indicating big play from movie-minded crowd, who remember Miss Greenwood for her 'Stage Door.'

Advance sale for the current 'Richard II' was only fair, but is expected to swing ahead once word gets around, with Joan Bennett in 'Stage Door' and Helen Hayes in 'Victoria Regina' following. Beyond that, the house hasn't anything definitely set, although there is a possibility the Guild may try out 'Wine of Choice' here as the third ATS subscription play.

Estimate for Last Week

'Leaning on Letty' (Nixon; 2,100; \$2.75). Gave house biggest opening of season so far, indicating that Charlotte Greenwood's star is top far, despite fact that she hasn't been around here since 1926. Fell off slightly after getaway, but picked up sharply again and finished strong to \$12,000, plenty profitable at both ends.

'DOLL'S HOUSE' \$4,800, 'CLEO' \$6,500, INDPLS.

Indianapolis, Nov. 9. 'Doll's House,' here at the English Theatre for two evening performances and matinee (2-3) did only fair to garner \$4,800 at \$2.75 top. Gallery and balcony were sellouts with main floor spotty.

Previous week-end, Anthony and Cleopatra fared about the same to gather in only \$6,500 for three evening performances and matinee at same top price.

Sir Cedric Passes Up Pic Lead for Stager

Hollywood, Nov. 9. Sir Cedric Hardwicke had his own picture, 'The Sign of the Cross,' suspended in order that he may appear in a Broadway play. Actor was slated for the lead in 'Kim.'

Future Plays

'I Know 3,000 Lunatics,' as Cheryl Crawford's second of the season. Lee Strasberg will direct.

Look Before You Lease' provides Abe Berman, theatrical attorney, with his initial venture of the year. He leaves this week for Hollywood, talent-booming for Madge Evans as the possible lead.

ENGAGEMENTS

Helen Brooks, 'Four Cents a Word.' Fred Stewart, 'Robin Landing.' Carl Frank, 'Ghost of Yankee Doodle.'

Leslie Banks, 'Wine of Choice.' Ruth Matteson, Oswald Yorke, 'Barchester Towers.'

Thomas F. Dillon, Frank Greene, 'Father Malachy's Miracle.'

Ernest Woodward, Lew Eckels, Lawrence Forsythe, 'Too Many Heres.'

Sylvia Field, Millard Mitchell, Jean Adair, Don Shelton, Richard Taber, Kent Thurber, 'Something for Nothing.'

Bertram Holmes, John Bunn, Katharine Lavall, Martin Slade, Julian Mills, Butterfly McQueen, T. Burton Smith, Richard McMeyers, 'Brown Sugar.'

'Right' at \$28,300, Lunts at 22G Lead Broadway; 'Susan,' 'Wagon' Also Forte, but List Mostly Off

Two standouts arrived on Broadway last week, both being up to the high ratings of town—'Id Rather Be Right,' at the Alvin, and 'Amphitryon 38,' Shubert. Former garnered \$28,300 in its first seven performances, with the gross of the latter close to \$22,000.

Both new clicks were capacity and both will reach higher money, since 'Right' missed one performance through a Tuesday debut, and 'Amphitryon' had subscribing patrons at a reduced rate. List now has four new hits, 'Susan and God' and 'The Star Wagon' being the most successful newcomers. 'Golden Boy,' which opened last week at the Belasco, is rated having a fair chance. First full week of the season, Biltmore, indicates little chance, takings being \$3,000.

Business dipped last week, few attractions holding the pace. Dull election night and the exit of the automobile show were the probable reasons. Extra matinees on election night and Tuesday afternoon did no more than cover the deficit on two or three evenings. However, 'Susan' went up to nearly \$23,000 in nine performances.

Forecasting for next week is the heaviest so far this season, with five new shows on tap: 'Madame Bo-

'HOORAY' \$20,000, 'DOODLE' 13G, BOSTON

Boston, Nov. 9. Minor depression hit the local legit field flush in the face early last week. There was some wailing heard until the first of the week, when the football crowd seeking after-dark entertainment. One of the alibis is that Helen Hayes' 'Victoria Regina' and George C. Scott's 'Id Rather Be Right' took so much coin out of town that subsequent shows are feeling the pinch.

'Hooray for What!' new Ed Wynn musical, did spotty business through the week and the show is being reshaped. It will go to Philly for an extra week before unveiling on Broadway.

Ethel Barrymore and Dudley Digges are drawing their fans to see 'Ghost of Yankee Doodle,' but the fair to garner \$4,800 at \$2.75 top. Theatre Guild subscription list is helping substantially.

'Stage Door,' starring Joan Bennett, left Saturday (6) after three unexciting weeks. 'Can't Take It With You' and 'Room Service' continue their runs.

Consensus is that town is overloaded with and only the fittest will survive. Nothing like it since 1928.

'Tovarich' opened Monday (8) under the Theatre Guild banner for three weeks at the Shubert. 'Three Waltzes' is to be premiered at the Opera House Nov. 15. This is a Harvard student production, starring Margaret Bannerman and Michael Barrett, with music by Johann S. Johann, Jr., and Oscar Straus. 'Love of Women' new drama by Aimee and Philip Stuart, is slated for a preem Nov. 18 at the Wilbur. This one stars Heather Angel, Valerie Taylor and Hugh Smith.

Estimates for Last Week

'Hooray for What!' (Colonial) (\$3.85). First week-end. In nine performances hit around \$20,000. Awarded flattering reviews locally, but slipped during the week, until the Friday night Saturday pickup. To Philly next.

'Ghost of Yankee Doodle' (Wilbur) (\$2.75) (2d final week). Veteran theatregoers gave Ethel Barrymore a royal welcome in this war-themed drama, and press warmly praised her and Digges. Wilbur theatre, re-opened for the piece, has always been a good company is getting light attention from a bewildered public that doesn't know where to find the Copy. Fifth frame swerved to \$7,000.

varly, Broadhurst; 'Too Many Heres,' Hudson; 'Father Malachy's Miracle,' St. James; 'Robin Landing,' 46th Street, and 'The Tough Breaks,' Little.

There are three Shakespearean works on at the Alvin and Cleopatra; Mansfield; 'Julius Caesar,' Mercury (Comedy), and 'As You Like It,' Ritz.

'Angels in the Flesh' closed at the National last Thursday and 'To Quillo and Back' will exit from the Guild this week.

Estimates for Last Week

'Amphitryon 38,' Shubert (2nd week) (C-1,387-\$3.30). Looks like sure thing, although news not as strong as expected, first week's takings reached \$22,000 despite subscriptions.

'Angels in the Flesh,' National. Closed Saturday after three weeks.

'Babes in Arms,' Majestic (31st week) (M-1,752-\$3.00). Management figures indicate to last through winter; business fairly strong with last week's takings around \$17,000.

'Brother Rat,' National (48th week) (C-1,164-\$3.30). Moved again; switched over from Hudson Monday (8); business up around \$8,000 last week and again turned goodly profit.

'Golden Boy,' Belasco (2d final week) (C-944-\$3.30). Eased off with field last week but bettered even break with gross around \$8,500.

'Angels in the Flesh,' Morosco (7th week) (C-861-\$3.30). Also slipped; takings approximated \$8,000; said to turn some profit at figure.

'Id Rather Be Right,' Biltmore (2d week) (C-1,019-\$3.30). With cut rate aid claimed bettering even break; business last week estimated at \$6,000.

'Having Wonderful Time,' Lyceum (38th week) (C-861-\$3.30). Laugh show should last until holidays; last week's takings around \$7,400.

'Id Rather Be Right,' Alvin (2nd week) (M-1,355-\$4.40). Immediately established as Broadway money leaser; in first seven performances (opened Tuesday-2) the gross was \$28,300 and will average \$32,000; standees all performances.

'Lady Be a Heart,' Longacre (7th week) (C-1,019-\$3.30). With cut rate aid claimed bettering even break; business last week estimated at \$6,000.

'Many Mansions,' Biltmore (3rd week) (D-889-\$3.30). Strong bank reports support this drama; looks doubtful of making grade; first full week estimated around \$3,000.

'Places Please,' Golden (1st week) (C-953-\$3.30). New play by Curtis, written by Aneurin Rhys; originally done in Hollywood; opens Friday (12).

'Room Service,' Cort (26th week) (C-1,059-\$3.30). One of the holdover favorites expected to stick through season; rated around \$16,000 last week; nine performances; slightly affected.

'Susan and God,' Plymouth (6th week) (CD-1,036-\$3.30). Approached \$20,000 gross; gross upped by extra matinee election day; excellent click in agencies undiminished.

'The Star Wagon,' Empire (7th week) (CD-1,036-\$3.30). Gross upped by extra matinee election day; excellent click in agencies undiminished.

'To Quillo and Back,' Guild (6th week) (D-914-\$3.30). Final week; will not go to road; last week around \$16,000, mostly from subscribers; 'The Ghost of Yankee Doodle' due Nov. 22.

'Tobacco Road,' Forrest (205th week) (C-1,019-\$1.65). Gets most of the weekly gross at Saturday performances; has been topping \$6,000, good money for low cost show.

'Too Many Heres,' Plymouth (39th week) (C-878-\$3.30). Eased off somewhat like most others last week; quoted at \$9,500; profitable; moves to Vanderbilt Nov. 22.

'Can't Take It With You,' Booth (48th week) (C-708-\$3.30). Going along to capacity attendance and figured to stick through season; in nine times laugh standout got \$16,500.

'Young Mr. Disraeli,' Fulton (1st week) (CD-913-\$3.30). Presented by Alex. Yoke's production, 'Id Rather Be Right,' originally presented in London; opens tonight (Wednesday).

'Antony and Cleopatra,' Mansfield; costly presentation opens tonight (Wednesday).

'Julius Caesar,' Mercury (Comedy); opening postponed to tomorrow (Thursday).

'As You Like It,' Ritz. Presented by Surry Players.

Guild Faces Many Foes

First efforts to negotiate a settlement of the Brooklyn Eagle strike took place last week (6). Another meeting was scheduled between the Guild and publisher, M. Preston Goodfellow, yesterday (9). Mediation efforts have been of no avail to date, and first results at negotiating don't seem likely to bring any quick settlement.

American Newspaper Guild is currently facing a series of crucial battles with publishers on several fronts. Last week, there were three strikes in progress, one at the Brooklyn Eagle, an older one at the Seattle Star and a third, was called the day after election in Wilkes-Barre, Pa. Latter was quickly settled in less than a week, Guild winning a closed shop at four papers, although only one shop was struck.

Fact that the A. F. of L. is attempting to start editorial unions is another factor the Guild has to face. At the moment, however, with the CIO and the AFL apparently patching up, this is less a serious threat than concerted publisher opposition.

Guild is also having another scrap with the Associated Press and last week again filed a complaint with the National Labor Relations Board. Charge is that the AP has refused to bargain collectively in violation of the NLRB decision, certifying the Guild as the agency for the 350 N.Y. employees. Since the publisher's convention there have been 28 other NLRB cases brought by the Guild involving charges of coercion or discrimination.

Guild states that it has only been trying to work along established trade union lines, and is concerned with their members' salaries and working conditions, not the editorial contents of newspapers.

Atwood, Lorimer and SEPost
Wesley Winans Stout's explanation of the status of Albert W. Atwood and Graeme Lorimer, latter the son of the late George Horace Lorimer, in regards to the Saturday Evening Post, is best clarified by the present Saturday Post editor's concise communication:

Albert Atwood has not been fired. He has been a contributor to The Post for many years, writing articles and editorials on space. We have ceased to use his editorials, but that is all. Six months or more ago he went to California because of his wife's ill health. So far removed from his usual sources of subjects, he sold us no articles in that period, but he now is back in the east and our relations have not changed, to my knowledge.

VARIETY does not say, but it implies strongly, that Graeme Lorimer has met a similar fate. Actually, Graeme resigned when his father died, but at my plea, stayed on another year. He and his wife have made a notable success in writing and it is his ambition to write rather than to be an editor. He dislikes the routine of editing and the convention of his orbit. His loss is so great a one to us that I have not yet found a man to take his place. He never was a candidate to succeed his father and he is entirely in sympathy with the policies and the staff of The Post.

Marcello's Paper
A. Alfred Marcello has bought a half interest in a new weekly at West Warwick, R. I., just outside Providence.

Marcello is VARIETY correspondent in Prov., and was until recently on the Providence Star-Tribune. He is editing the new rag.

Pigeons as Inspiration
Carrier pigeons are used by the Salt Lake City Telegram to carry films from football games to the city desk in order to catch early incidents for the home editions.

Henry McLemore, United Press sports writer there covering a game, learned of this and wrote several features on use of carrier pigeons to carry news, film and spot assignments.

Norfolk Rags' New H.O.
Norfolk Newspapers, Inc., publishers of the Virginian-Pilot (m) and the Ledger-Dispatch (m), which occupied its new \$200,000 building, although consolidated both dailies have separate news rooms with Winder R. Harris, m.e. for Pilot and Tom Humes, m.e. for the Ledger-Dispatch. Same applies to editorial writers with Douglas Gordon penning for the Ledger and L. I. Jaffe for the Pilot.

Book Fair Much Better

Preview night at the N. Y. Times Bookfair is now the annual equivalent of a Sam Harris opening for the literati. Most of the publishing trade moguls were on hand for this event last Thursday (4) as well as numerous public officials, including Mayor LaGuardia and Secretary of Agriculture Henry Wallace.

Compared to the first bookfair last year, this one is laid out much better and allows visitors to view the exhibits with much greater ease. Principal criticism of last year's fair was the overcrowding which will probably be less this season, the fair being spread on two Radio City floors instead of one as at the first.

Several booths made use of film insets to attract attention. Blue Ribbon is using part of the picture "Hurricane" a film made from the book they published. Modern Age Books has a film on book making. Harcourt, Brace has Robert Fulton's film made on his motorcycle trip on which his book "One Man Caravan" was based. The Alfred Knopf display uses a film made by the publisher. There were no films used at any booths last year.

One exhibit by publishers shows the complete procedure of a book from manuscript to sale, but at the last minute the section showing where the consumer's dollar goes was omitted. Exhib was based on figures supplied by O. H. Cheney's survey of the book biz, and would have revealed a 40% markup between wholesale and retail price of books. Explanation given is that it was not properly executed. Officials deny the suggestion that its elimination had anything to do with the fear H. J. May might use the information to its advantage in his campaign against the Feld-Crawford price-fixing act, although this had been discussed at committee meetings.

Farley Blog Ballyhooed

Usual manner of a publisher getting publicity for a tome of his printing is to give the author the promotion allotment and tell him to sprinkle it around. However, that is the procedure on the buildup for Farley's book, "The Politics of the Future," by John T. Casey and James Bowles. Publisher, Reilly & Lee, Chicago.

Authors are former newspapermen, with Casey now a public-relations man and Bowles a New Deal promoter who worked directly for Farley during last fall's presidential campaign. Money was given them for promotion expenditure and are spreading it around. Pair went to Washington and parried the press, and are now campaigning in New York.

L. A. Examiner in AFL Fold

Los Angeles Examiner has signed a one-year contract with the American Federation of News Writers and Reporters, an affiliate of the American Federation of Labor, calling for eight-hour, five-day week. Minimum pay for editorial men, photographers and artists with one year's experience is \$20; two years, \$35; three years, \$40; four years, \$47.50, and five years and over \$52.50. Reporters will be paid 6¢ a mile for autos. Severance pay of one and one-half weeks for each year of employment is provided. DeLoe Brandon is prize of the Exam unit.

LA Newspaper Guild, affiliated with the Committee for Industrial Organization, now has petition pending before the National Labor Relations board for election of Exam employees to select a bargaining rep.

Stops Being Literary

George A. Perry, grocer Texan, who has never sold anything except an occasional piece to a literary mag, has settled down to serious business. Within six weeks he has sold three short stories to the Saturday Evening Post. Mrs. William S. Haggard is agenting him for the Curtis Brown office.

Philly Roto Under Gauvreau

Philly Inquirer's new tabloid-size roto section will hit the street with its premier edition next Sunday (14). Emile H. Gauvreau, who for seven years headed the editorial staff of the New York Mirror, is editor of the section. Idea for the new insert was Walter A. Annenberg's. He's publisher of the Inq and son of Moe, the publisher of the Philadelphia Times.

Gauvreau's staff of assistants on the roto include Curtis Mitchell, editor of Screen Guide; Gordon Swarthout, m.e. of Screen Guide; Ray Hermann, New York newspaperman; Sam Schwab, Inq Sunday editor; Arch Luther, assistant Inq Sunday editor; John Miller, formerly of Inq's magazine section, and Carl Schroe-

Contagious

Following news gem which out-Variety's VARIETY shows how association with this rag gradually ruins the style of an otherwise lucid newspaperman. Item was turned in by the Philadelphia correspondent.

Philadelphia, Nov. 9.
Philly Orch on Thursday (11) night will preem composition of 23-year-old Omaha college soph. Cleffer, titled "Mystic Pool," is by John C. Hefti, who is studying theory at Municipal University of Omaha. Kid's bragging his higher educash by playing in collegiate dance band. "Pool" originally "posed for his' port orch."

Mendel Mending Press Relations in Chi Bike Revival; B.O. Question

Chicago, Nov. 9.
Harry Mendel, who promoted last year's floppo six-day bike races, is having a go at it again currently, and using different tactics with the press than during last year's session.

Box office failure of the '36 race was blamed on attitude toward Chi newspaper boys. General feeling was that he figured he didn't need any publicity or p.a.'s after his successful ventures of former years. Consequently, brought in an Eastern p.a. who allegedly tossed the sports writers around, and resulted in the double-O at the b.o.

This year, opening about a s.r.o. last week of Roller Derby, Mendel is attempting to make peace with the press. Using local publicity man, and changing last year's press box from one which never held more than one or two of the boys, to one that's roomier.

Got some good breaks at the start, but still lack the show contingent who have always been life of six-day races here. Last year's huffling of theatrical crowd for prizes has 'em still scared, and so there's a question as to whether the affair will be financial success or not.

Just a Necker

Mexico City, Nov. 5.
Queer custom of Joe Conde, ace Mexican battler, of kissing his manager, Ferdinand Osterberger, every time he steps into a ring, has been nixed by the National Boxing Commission which figured that this ceremony irks the customers.

Conde faces heavy penalties, even suspension, if he ever again smacks Ferdinand in this manner. Ferd weighs 209.

der, with offices in Hollywood, who'll serve as western contact.

Rex Smith Upped

New shakeup at Newsweek with Rex Smith going in as acting managing editor. Samuel T. Williamson, former editor of the Sunday Times magazine section, who has been with Newsweek since its start and was its first editor, is out. There have been 16 other personnel changes at the mag in the past two weeks.

Moriarty Edits Script

Tom Moriarty becomes editor and manager of Rob Wagner's Hollywood Script Dec. 9 while the publisher and his wife make a trip around the world. Moriarty formerly was with the Campbell-Ewald advertising office in San Francisco.

Saga on Censorship Due

Book and Magazine Guild has a civil liberties committee which is doing research on several projects. Intention is to publish the findings next spring.

Subjects to be covered are censorship of textbooks, books and magazine articles, anti-Semitism in the publishing business, radio censorship, with particular reference to labor, film censorship, and professional patents.

There will also be a project dealing with anti-war, anti-labor and political legislation.

Golfer-Sportsman Sold

Virginia Safford, publisher who helped found the mag 11 years ago, has sold Golfer and Sportsman to William H. Amesbury, publisher of the Minneapolis Shopping News and Guide. Amesbury's take-over of the

(Continued on page 63)

Football

By Dick Fishell

The big ones and the little ones fell as the blocked kick, intercepted passe and fumble changed the complexion of a great many grid contests last week. We've thrown away the form chart and now it's a matter of speculation.

Alabama at Georgia Tech
Georgia Tech has had two pretty fair Saturdays in a row, while 'Bama has had the pressure on them. This is close as it's played in Atlanta, but believe the Crimson Tide will retain its unbeaten record and stay in line for a Bowl bid.

Auburn at LSU
Here are two of the top squads in the south, with little Auburn being a giant killer, having already

success of their sweep plays. Spang and Holland, Cornell wings, are the best in the game. They'll stop that Hanover running game and Cornell, with two weeks of rest, and Peck back in shape, should spoil the Dartmouth unbeaten slate.

North Carolina at Duke
Duke has not yet been taken, while North Carolina has gone down to Fordham. Even game, but Duke, on the home grounds, should grab it.

Georgetown at NYU
The Violets lost their best back with Shorten out. This means more switches in the lineup. Georgetown, a bruising eleven is at full strength for the first time in three weeks. They'll upset the apple cart and give

Probable Football Winners And Proper Odds

(Nov. 13, 1937)

By DICK FISHELL

GAME	WINNER	ODDS
Alabama at Georgia Tech	Alabama	12/5
Auburn at LSU	LSU	9/5
Arkansas at Mississippi	Arkansas	2 1/2/1
Baylor-Texas A. M.	Baylor	2/1
Kentucky at Boston College	Boston College	12/5
Villanova at Boston University	Villanova	2 1/2/1
Holy Cross at Brown	Holy Cross	2 1/2/1
California at Oregon	California	3/1
Cornegie Tech at Michigan State	Michigan State	6/5
Syracuse at Columbia	Columbia	Even
Cornell at Dartmouth	Cornell	5/9
North Carolina at Duke	Duke	5/5
Georgetown at NYU	Georgetown	5/8
Indiana at Iowa	Indiana	2 1/2/1
Illinois at Ohio State	Ohio State	2 1/2/1
Northwestern at Minnesota	Minnesota	2/1
Nebraska at Pittsburgh	Pittsburgh	2 1/2/1
North Carolina State at Manhattan	Manhattan	5/9
Notre Dame-Army	Notre Dame	8/5
Princeton at Yale	Yale	3/1
Rice-S. M. U.	Rice	3/1
Stanford-Washington State	Stanford	2/1
So. Calif.-Oregon State	Oregon State	5/7
Vanderbilt at Tennessee	Tennessee	7/5
Temple-Bucknell	Temple	2/1
Texas Christian at Texas	Texas Christian	7/5
UCLA at Washington	Washington	8/5
Michigan at Penn.	Michigan	9/5

(Predictions Based on Fair Weather)
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knocked over Georgia Tech and Tennessee. Louisiana, with all the manpower in the world, has had only one setback. On manpower, it's the Louisiana Bengal.

Arkansas at Mississippi
Old Miss' is in the doldrums, while Arkansas has been firing that apple all over. Don't look for an upset here. Expect Arkansas to breeze home.

Baylor-Texas A. & M.
This Baylor team, starting as a dark horse, has come to the fore with a rush. Texas A. & M. has played its best football, and Baylor is on the rebound.

Kentucky at Boston College
Gil Dobie's not doing too well up in Beantown with a poor scoring, but fair defensive club. The Southern fair defensive club. The Southern's record is likewise bad. It's the old Civil War with the North again on the long side.

Villanova at Boston University
Boston U. has a pretty fair outfit, but not quite enough to cope with the Villanova dandies. Villanova will romp for plenty touchdowns.

Holy Cross at Brown
Brown is still improving and their sophomores may surprise. That one-man ball team Osmsky, at Holy Cross, is back in shape and again will stick with the Crusaders.

California at Oregon
The California Bears had a let-down when tied by Washington. They'll bound back to knock over Oregon in decisive fashion.
Cornegie Tech at Michigan State
Both these teams have gone through strenuous schedules to date. On the record, Tech has a slight shade, but Michigan is a terror on its own scorching ground. If not a scoreless deadlock, it's Michigan State.

Syracuse at Columbia
Syracuse's only claim to fame is its win over Cornell. Throw that game out and the record is only mediocre. Lou Little's eleven is desperate. They've lost some tight ones and they're in better physical shape than they've been in for weeks. Look for an upset with Luckman running for a win.

Cornell at Dartmouth
Dartmouth's a big favorite, but their entire attack depends on the

N. Y. more injuries, both physically and on the scoreboard.

Indiana at Iowa
This Indiana team has been slightly underrated. They raised their power in beating Ohio State and should continue on form here with a nice triumph over Iowa.

Illinois at Ohio State
The Buckeyes, after taking it on the chin, should bound back with a pretty good Illinois team the recipient of a drubbing.

Northwestern at Minnesota
Here's your dog-eat-dog affair, both schools pointing for this shindig, and Northwestern, despite past performances, always has an Indian sign on the Gophers. Don't believe the sign will work, as the Minnesota forward wall is too big and too smart for the Wildcat line. It's Minnesota.

Nebraska at Pittsburgh
The Cornhuskers don't seem to be much this year. It's more of a pass-and-prayer outfit. However, like everybody else, they've been pointing for the Panthers, but don't believe they can stop Stebbins and Goldberg.

North Carolina State at Manhattan
Chick Meehan took a nice one a week ago and has salvaged more than we thought. Carolina State has been improving each week. They have two great backs in Rooney and Berinski. These boys will be Manhattan's nemesis to upset the dogs.

Notre Dame-Army at New York
Army's team is its poorest in years. The Cadets didn't deserve to defeat either Harvard or Columbia. The Irish, if they can recuperate from their Pittsburgh beating, certainly

(Continued on page 59)

H wood's New Franchise

Los Angeles, Nov. 9.

The Mission franchise in the Pacific Coast League was moved to Hollywood where games will be played in Gilmore stadium in the Wilshire district. Oscar Reichow is reported as president, Red Killifer, manager. Move takes one team from Frisco and gives L. A. continuous summer baseball.

Quakertown Femmes Warmly Welcome Stoki Despite Those Garbo Stories

Philadelphia, Nov. 9. Ever since the day tales of a Stokowski-Garbo affaire d'amour hit Philly, there had been considerable speculation on how ultra-respectable femmes who make up Thursday audiences would react to a Stoki of divorce and rumor when he premeditated with the Village Band on Thursday (4).

As it turned out, audience was strictly au naturel and plenty glad to see the prodigal back. It was Stoki who was shaken to meet the folks back home. Came on podium stiff and cold, as though he feared change in the old sentiment and was freezing himself for it. Didn't say a word or even smile, but just rushed for the stand and began the concert.

With ovation growing with each number, the leader broke down and by the finale was quite cordial. Even managed a grin. Crick were extra kind, although Stoki understood to be burned over Ed Schloss' appellation in the Record of 'Deanna Durbin's leading man'.

At Friday afternoon's concert, Thomas S. Gates, president of the Orch. Association, awarded him a scroll in honor of 25 years service on local podium. Broke down then, with real speech to his, almost 100% femme house. Referring to Hollywood, he said:

'Sometimes letters from my friends say I must be having a very gay and frivolous time. But it is not true. We work all the time, and we work through the night and see the sunrise the next morning. Do you do that in Philadelphia?'

'I have a dream that this great music in some way may go all over the world by the radio and the movies. That is why sometimes I am away from you, working in other places.'

Dr. Canby Sympathetic With His Six Payees

Oklahoma City, Nov. 9. Just when the local entertainment ladies and gentlemen figure the town has become culturally on a par with other burbs something happens to destroy everyone's faith in the idea. Take Mrs. Frances Potter Hauser's faith for example—it'll take a trainload of glue to put it back now. She had booked Henry Seidel Canby, literary critic and editor of The Saturday Review of Literature, to spread a little culture among the local gentry at so much per head. But there were only six—'em six—citizens among the 231,000 here sufficiently interested in purchasing seats.

'I don't blame the people,' Canby said when apprised of his predicament. 'I'd rather go to a wedding or a football game than hear a lecture, myself.'

Canby offered to lecture to the six but Mrs. Hauser nixed the idea.

Rubino Tour Set Sold Through Jan. 1

Chicago, Nov. 9. Bookings for Rubino's concert tour troupe, which includes Fray and Braggiotti and Margaret Baum as well as the fiddler, is booked solid until Jan. 1. Violinist also has a week without other talent, booked for the Palace here.

Imported a p.a. system from Chi last week to play to 4,000 people at Peoria Auditorium, and made front pages there with a civic welcome by the mayor and town dignitaries. Brother Phil Rubino setting the dates, and Bill Green going ahead.

Lange's Rah Rah Stint

Detroit, Nov. 9. Hans Lange, associate conductor of the Chicago Symph., has been added to Michigan State college's music department, and will direct the symph orchestra, formerly led by Michael Press, who is on leave of absence due to illness.

Lange, who formerly was director of the N. Y. Philharmonic-Symphony Society, will continue associate conductorship with the Chicago Symph. He'll be aided at Michigan State by Keith Stein and Dr. Leonard El'wood.

Ruffo's Autobiog

Rome, Nov. 2. Tito Ruffo, former Met maritone, has written his autobiography. Tome is colored with contemporary operatic and musical life of his time, and includes such figures as Bori, Caruso, Scotti, Giovanni Martinelli, et al. Not established, but cricks aver that Ruffo really penned the book himself.

2 MORE GUILD PACTS SET FOR IMPRESARI

Two more guild shop contracts have been signed by the American Guild of Musical Artists with New York opera managements. Those signed this week were with Enzo Dell'Orfene's New York Grand Opera Co., Inc., and Enrico Odierno. AGMA also has signed, with Francesco Riggi's Chicago Opera Assn., which operates in New Haven, Conn. Terms of the contract are similar to previous ones with the Columbia Opera Co. Minimum wage scale set by AGMA's committee will be covered in new contracts with the managements, to supersede the present pacts. Various minimums, tentatively set by the committee last week, have been definitely agreed upon. Formal approval by the board is now necessary, but that is considered certain.

One additional clause has been added to the minimum wage contract which will be submitted to the various managements. It states that the management must agree to abide by AGMA's classification of all roles in opera not included in the previous list. Matter is merely a clarification of previous stipulations in the pact.

Number of Dancers
Minimum wage requirements for ballet dancers and solo dancers, set tentatively by a special committee and subject to approval or revision by the AGMA board, provide for the use of a stated number of dancers in various operatic productions. Maximum number is 16, for 'Aida' and 'Carmen'. Scale for ballet dancers for single performances in New York is \$6, for single performances outside New York \$10 and for engagements by the week on tour, \$40 for a six-day week, maximum of eight performances.

Rates for solo dancers are for single performances in New York, \$20, for single performances outside New York, \$30, and for engagements by the week, \$85, for a six-day week, maximum of eight performances. For the same classifications, choreographers and ballet mistresses are slated to get \$25, \$35 and \$100. Character bits will get an additional \$2 per performance, or the management may pay them \$5 a week additional.

Theodore Carr, assistant executive secretary of AGMA, will this week huddle with various significant people and groups in the dance field to consider the possibility of extending organization of ballet to the concert and recital stage throughout the country. AGMA's present activity includes only ballet in opera. Figured the wider field involves many more complications. Henry Jaffe, AGMA attorney, as well as eastern legal representative for the Screen Actors Guild and the American Federation of Radio Artists, is expected to accompany Kenneth Thomson, SAG executive secretary, to the Coast when the latter leaves at the end of the week.

Penn Through Center

Mack and Wig Club of the University of Pennsylvania has been booked in to the Center, Radio City, N. Y., for two nights early in December. College show is called 'Fifty-Fifty.'

House has been dark since the closing of 'Virginia.' Also booked in is the 'Dance Internationale.' No further plans for the Center are definite.

Morton Bowe Quits Community Opera Idea

Morton Bowe has temporarily shelved plans for the establishment of 'community opera' troupes. Thought was to establish groups of operatic oracles along the lines of little theatres.

In combing over applicants since last August, Bowe has discovered almost all embryo or semi-pro opera aspirants have learned only the lead roles in operas, while very few know supporting roles.

Grid Predictions

(Continued from page 58)

have enough to be on the winning side.

Princeton at Yale

The Tigers have been pathetic with their paper mache forward wall. However, this is the Big Three tradition stuff, and anything may happen. Yale should, from any angle, go to town.

Rice at Southern Methodist

Rice against SMU. Rice the winner. SMU is the weakest in that section. Rice has come along awfully fast and should stampee its way to victory on the ground and in the air.

Stanford-Washington State

Stanford, by virtue of its victory over U. S. C., is a real favorite here. They seem to have found themselves and their aerial game should flourish in Washington.

So. Calif.-Oregon State

U. S. C. has the punch in the middle of the field but lacks drive when they near the payoff territory. Oregon State has come fast and has a big rugged squad. They'll win.

Vanderbilt at Tennessee

This one's a humdinger. Vandy's been the one team to bump off LSU. Tennessee got the works from Auburn last Saturday, and it's a question of a rebound. Tennessee can do it, and will.

Texas Christian at Texas

The Texas Longhorns' won their first major victory by turning back Baylor. TCU has been an in-and-out. This is tight, with Christian squeezing it out.

UCLA at Washington

The Initials' record is bad, with nary a win since their opening game with Oregon. Washington seems to have finally hit its stride in carrying California. Therefore it's the Washington Huskies by a nose.

Michigan at Pennsylvania

Penn has a pretty good line, but they don't want to play ball. There's a lot of friction and bad feeling at that institution, which certainly is not conducive for cooperative football. Michigan is a hardworking outfit, and they've had a couple of pretty fair victories. They'll over-power and outthink Pennsylvania to win.

Scala Season, Opening Dec. 26, Promises to Top Past Efforts

Milan, Nov. 2. The program for the Scala's forthcoming season promises to be exceptional even for this greatest of all Lyric theatres. The weak point is the number of works, neither new nor epic-making, by living Italian composers. One quite new is 'Prosperina' by Renzo Bianchi.

The others are 'Il Volo Della Vergine' by Camuzzi, 'Il Gobbo Del Cairo' by Casovola, 'Marcella' by Giordano, 'Il Silvano' and 'Cavalleria Rusticana' by Mascagni, 'Margherita da Cortona' by Refice, and 'I Quattro Rusteghi' by Wolff Ferrari. Eleven works are by d'Al' Italian authors.

Foreign authors will be well represented by 'Carmen' and 'The Pearl Fishers' by Bizet, 'Schiaicancioli' by Ciaikovski, 'Martha' by Flotow, 'Golesca' by Granados, 'Le Jongleur de Notre Dame' by Massenet, 'Nozze di Figaro' by Mozart, 'Sadko' by Rimski Korsakoff. Under the baton of Maestro Clemens Krauss, assisted by the Regisseur Oskar Walleck, the entire company and orchestra from the State theatre of Munich will present 'Rhine Gold,' 'Walkiria,' 'Siegfried' and 'Twilight of the Gods' by Wagner. These will be given near the end of March and early in

Salzburg Guild, Light, Around 8G; Philharmonic Big; League Rapped For Overselling on Its Lectures

OPERA PREVIEW

Follow Rehearsals Over WIND As Chicago Ballyhoos

Chicago, Nov. 9. Opera getting a preview on WIND here three times a week, spotted immediately following afternoon rehearsal, and using singers doing the arias they're to do that night at the theatre.

Program also includes samples of the music played on organ, and a condensed version of the opera's story.

Rose's 'Cade Revamped For Concert Hall

Cleveland, Nov. 9. Instead of being torn down, Billy Rose's dark Aquacade of Great Lakes Expo will be revamped as a light opera and concert hall by the newly-formed Cleveland Summer Music Society.

Edgar Hahn, attorney, organized civic group which was incorporated on a non-profit basis. Come-to-Cleveland committee also is backing movement to establish outdoor operas with guest conductors for the symphony orchestra.

Society will underwrite the purchase of the former theatre-casino from Globe Wrecking Co. of Chicago. After the floating stage is attached to 4,500-seated grandstand, the amphitheatre will be patterned after Boston's outdoor concerts, with beer and sandwiches at tables. Musicians for the symph are to be recruited from Arthur Rodzinski's orchestra at Severance Hall, for a tentative late June opening.

Fowler and Tamara's Tour

Fowler and Tamara start their new tour season at Adelphi College Garden City, N. Y., Wednesday (17). An extensive itinerary takes them to Hollywood, where they will wind up their tour.

Dancers are set to appear in one pie doing an ultra-modern routine. Will return to N. Y. next May and all shortly thereafter to fill dates in South America.

Concert has continued on the up-beat in New York last week, with the number of events dropping off a bit. Philharmonic-Symphony Society began its Saturday night pop-price series in Carnegie Hall with a heavy attendance. Newcomer to town was the Salzburg Opera Guild, on its first American tour. Visitors, playing at the 44th Street theatre, had an okay opening, but grossed skidded somewhat thereafter for this 'unknown' troupe.

Estimates for Last Week

Philharmonic-Symphony, Carnegie Hall (2,780; Thurs. night, Fri. aft., \$3; Sat. night, \$1.75; Sun. aft., \$2). Thursday (4) and Friday (5) virtual capacity, as usual, at about \$4.20 and \$4.80, respectively. Popular program upped the Saturday-Sunday figures to okay \$2,500 and \$2,900, respectively. Annual pension fund concert skidded for Nov. 22, already looks set for a capacity house. At a scale of \$100 and \$50 for boxes and \$5 for single parquet seats, the house is rated at \$12,000, but free boxes, etc., for the artists lower the figure to about \$11,500.

Salzburg Opera Guild, 44th Street (1,350; \$3.30). Engagement opened last Saturday (6) night and winds up coming Sunday (14) night, with a single matinee next Saturday (13). Opening was heavy, but fell faded somewhat after that and looks headed for around \$8,000.

Philadelphia Orchestra, with Leopold Stokowski conducting, Carnegie Hall, last (Tuesday) night (2,780; \$4). Even a film buildup isn't needed for Stoki, who's always been TNT at the boxoffice; sellout sure for a gross of around \$8,000.

Eugene Klee, Town Hall, Saturday (6) night (1,550; \$2.30). Young pianist is building into an okay grosser. Take for this date was satisfactory, considering he's not among the 'arrived' names, \$750 claimed.

Town Hall lectures, sponsored by the League for Political Education, all approached capacity last week, although not near the previous week's opening by Dorothy Thompson. Week's talks were by John Mason Brown, Mrs. Theodore Roosevelt, Jr., and Mrs. Ruth Bryan Owen (today). Extra seats on the stage were sold for the two of the dates. Regular subscription list is full and sale is closed. Understood there's been considerable criticism among subscribers who were unable to gain admittance at the Dorothy Thompson date. League may take Carnegie Hall for future lectures by Miss Thompson and other b.o. socks.

U. S.-JAPAN CONCERT TOURS SET FOR '38

Tokyo, Oct. 25. Juro Matsuoaka, formerly associated with A. Strok, the Tokyo impresario, announced recently the formation of the Japan-American Concert Bureau, which will sponsor tours of Japanese concert artists to America. Expect to begin bookings early next year. As soon as export ban on coin here is lifted, new outfit expects to bring American talent to Japan.

Reported that Ed Perkins, L. A. publicist, recently here, will act as secretary and American manager of the new organization.

Sir Ben Fuller May Do Aussie Opera Season

Sydney, Oct. 20. Sir Ben Fuller has received advice that Baron Patti, here for some time, is trying to arrange with the Ministry of Fine Arts in Rome for the presentation of an opera season in Aussie some time next year. Should a deal be made it is probable that the season will be handled personally by Sir Fuller.

There is some talk about that Williamson-Tait may take another flyer into opera by importing high-class performers from the various opera houses in Italy, Paris, Germany and New York. Nothing definite, only an idea so far.

Broadway

Jules Saranof, the violinist, out of hosp.

Ollie Alger again in Tucson, where he has taken a house.

Marian (Mrs. Sol) Wurtzel showing her paintings at Sterner Galleries.

The Arthur Thomsons back to Miami after two months' o.o. of the N. Y. scene.

N.T.G. (Granlund) may succeed Mark Hellinger with a regular Mirror column.

Harry Arthur and John Schultz left N. Y. this week, former to St. Louis, latter to Coast.

John McGrail, in from the Coast, may join one of the major distributing companies.

Short-end Louis Sobol they call him since takin' the boys over on those grid ups.

Cliff Fischer back to Paris yesterday to bring back a new show for the French Casino.

Rian James in town for a 10-day job with Goussard, to the Coast where he's freelancing.

Play by Dorothy Day Wendell, first called 'Interview,' changed to 'Tell Me, Pretty Maiden.'

Cocktail party at Lyceum last night (Tuesday) marked the 300th performance of 'Having Wonderful Time.'

Jeannie Perillo, 7-year-old singer, who attracted attention on WHN, N. Y., is being screen tested by Metro.

B. T. Roberts and Dan Winston, formerly with Milton-Rubin Publicity Associates, have formed their own outfit.

French Casino getting a great publicity buildup on whether or not Mussolini's 'sweetheart' will be permitted to land.

Florence Barrett, of Consolidated Radio Artists, in Carson Peck Memorial hospital, Brooklyn, for an appendectomy.

Celebrating his 20th anni as a Broadway pro, George D. Lotman heads south today for the purpose of establishing a Miami branch office.

Wilbur Held, old ex-vaudeur, made first life member of reorganized NVA Club. First of club's shindigs comes off Thanksgiving eve.

Private film studio still has on its shag a real of thanks made by two unsuccessful candidates in the recent elections. They weren't elected, so no cinematic bows.

Possible that Boef Sur Le Toit, formerly on six of the LaCombs, may be resumed by original management of Parisian spot, Jacobi, reportedly in N. Y., looking for a new site.

Harry Mines, drama critic of the L. A. Daily News, returned to the Coast last Sunday (7) after a fortnight o.o. of Broadway legs.

Series of reviews and interviews back to his sheet.

Kenneth Howell, youngster in Jones Family group of features 20th-Fox is producing, stopped off in N. Y. on his way back to Hollywood from Europe. Leaves for the Coast today (Wed.).

Walter Winchell has decided doing a Broadway column from Hollywood is too tough, as is the idea of a three-in-one (film, radio and newspaper work), and will concentrate on his Broadway coverage from B'way.

Vincent Sardi, Jr., taking dad's place as official greeter at eatery after serving apprenticeship at El Com Carlton hotel. Senior just returned to work this week after a siege of flu, and looks to kid to succeed in labors.

Broadway bunch feted Mark Hellinger with an all fresco cocktailer at 21 last Friday (6) just before the Mirror column's departure.

Take up his new Warner Bros. production berth. Hellinger ducked a testimonial dinner but OK'd the cocktail session.

Ada (Mrs. Ed) Lewis heading a committee of the Hebrew Day Nursery which will honor Sophie Tucker at a dinner next Saturday (13) at the Hotel Astor. Soph got in from Hollywood especially for that purpose.

She's also on the board of charity workers for the same cause. Some 800-1,000 expected to attend at 85 a head.

Last week at the Earle, Philadelphia, Georgie Price, Britt Wood and Al Trahan were on the same bill. When Price was eight he first appeared with Wood in vaudeville, and it was Trahan who coined Georgain as the Price heiress' name, after the father and Mrs. Price (Lorain Manner). Hence the occasion was a backstage reunion of sentimental proportions.

Pittsburgh

By Hal Cohen

Folly Rowles back from the Coast for another visit with her family.

Theatre Guild may open 'Wine of Choice,' with Miriam Hopkins here.

Nat Nazario, Jr., and Margie Nelson have teamed up professionally again.

Eddie Powells were split by divorce over week-end, after three years.

Vince Barnett spent week here with his parents, between vaude dates.

Harry Martin has left town after month's vacation to join Sally Rand on tour.

Ruby, Rubinoff and Bob Clayman

London

Eddie Knight here for very brief stay.

Duchess theatre being auctioned Dec. 8.

Vivienne Duncan to tour her own vaudeville band.

Bert Montague just back from tour of Palestine and Egypt.

Lady Tree, widow of Sir Herbert Beerhson Tree, left \$7,000.

'French Without Tears' celebrated first anniversary at Criterion, Nov. 6.

Virginia Cherrill, now Lady Jerry, seriously ill following operation.

John Southern show biz again, operating the Hippodrome, Boscombe.

Jack Buchanan Productions have stopped work at Pinewood Studios till spring.

Maurice Browne casting Max Catto's 'Bowery Touch' for immediate production.

Willson Discher, late of Variety London staff, has written another circus book.

Piccadilly theatre closing Nov. 15 for reconstruction, to be reopened a month later.

Somerset Maugham has a grandson, born to his daughter, Liza, in London.

Muriel Ake temporarily out of 'Autumn' cast at St. Martin's, following auto accident.

Government is organizing a campaign to improve the nation's cooking. About time.

T. Hayes Hunter off to Hollywood to assist in Laurel contract with 20th Century-Fox.

Marie Burke to Glasgow to star in Gilbert Miller's 'Yes, My Darling Daughter' on tour.

Tim Winton decided to direct Mayflower's 'St. Martin's Lane,' to star Charles Laughton.

Billy Milton, currently at the Ritz hotel, opened the Rainbow Room, New York, Feb. 9.

Richmond theatre reviving Walter Ellis' 'Bedtime Story,' starring Vicki Lester, from N.Y.

Julius Berti over from Vienna for premiere of his play, 'Chu, the Singer,' at the Embassy.

Sir Johnston Forbes-Robertson seriously ill with bronchitis. Famous actor-manager now 84.

Bob Ritchie to give Metro test to Betty Bruce, currently at Clifford Fraser's 'The Sign of the Cross.'

Attendance figures for this year's motor show at Earl's Court, 241,844, being highest since 1928.

Sir Johnston Forbes-Robertson seriously ill with bronchitis. Famous actor-manager now 84.

Frances Day and Arthur Riscoe married, practically set for the West End, was suddenly called off.

'The Laughing Cavalier,' latest Adelphi musical, has a four weeks' licence, opening next all.

Noel Coward's playlet, 'Red Peppers,' televised. First time one of his works has been presented.

Grace and Charlie Herbert, into the 'The Sign of the Cross' into the show, in support of Ann Greenway.

Thelma Kirtzman, principal dancer of 'Balalaika,' to marry Norman Korman, 'The Sign of the Cross' show.

Ronald Adam securing West End and U. S. option of 'Husband to a Famous Woman,' by Gilbert Wakefield.

Winifred Shotton and Douglas Byng to co-star in a new comedy, 'Think of a Number,' by Douglas Moore.

'Almost a Honeycomb,' by Walter Ellis, film rights sold for second time to Welwyn Studios. Play first filmed by E.P.

New edition of Beverley Nichol's revue, 'Floodlight,' starring Frances Day, opened Golders' Green Hippodrome.

Adaptor James Agate met author Hans Rehsch for first time after opening of their play, 'I Accuse,' at the Adelphi.

Marcel Hellman's trip to America is to line up a bankroll to do a picture in London. Part of the roll is already in the bag.

Jack de Leon sending out tour of 'Juno and the Paycock' prior to reviving 'Plough and the Stars' with most of 'Juno' cast.

'Little Earthquake,' new comedy by Beatrice Mayor, to be produced by Philip Ridgeway at the Players theatre in November.

Charles Claret to New York early in December. His new Prince of Wales' theatre again operating on continuous revue policy.

No American shows in this year's Royal Command Performance at Palladium, Nov. 15 in aid of Variety Artists Benevolent Fund.

Willson Discher, late of Variety London staff, has written another to stage 'You Can't Take It With You' for John C. Wilson as soon as cast and theatre are lined up.

As soon as Max Korda recovered from the flu sufficiently to take his trip to America, John Myers, his lieutenant, got a dose of it.

Vic Oliver, commuting between London and Brighton, has to make the Ritz hotel, London, as well as the Hippodrome, Brighton.

'Fide and Seek,' Lee Fohrman-Ward success.

Emmo's musical at the London Hippodrome, grossing \$90,000 weekly.

With 'The Sign of the Cross' here, don't forget Clark and McCulloch on Broadway same years ago.

Sarah Churchill playing her first

straight role in 'Vicki and Albert'; new Queen Victoria play being tried out at Brighton prior to West End production.

Jean Muir here to star in J. B. Priestley's third current play, 'The Ship at Sea,' due at the Apollo.

Show was formerly titled 'I Am a Stranger Here.'

'It's a Wise Father,' David Belasco play, which the Abrahams intend to stage at their Garrick theatre, will be directed by David Burns, the American actor.

Motor show put a lot of extra coin into the West End show biz, which would otherwise have been very thin, due to the fog belt in and around London.

Jack Waller trying to get Strand theatre for George Abbott's 'Room Service' and may have a change of 'A Spot of Bother,' the current show fails to pick up.

Lothar Mendes slipped out to Hollywood very quietly. Understood to have been lunched at the new book by waiter Dave Marlowe, which he has bought for film.

Doctor Czinzer and Elisabeth Berger (the missus) at St. Martin's, London, to star in 'The Sign of the Cross' Kennedy, 'Likelihood 'Autumn' will be La Berger's next film venture.

Richard Tauber returns to Europe in December and goes to Vienna to play season in opera.

He is off to Australia on his initial trip to appear in a series of his musicals in August.

Gertrude Michael has rented an apartment at Hill Hill, which adjoins Elstree, for six months. She is down to do another picture for Associated British Pictures Corporation (ABP).

British Broadcasting Corporation requested Sean O'Casey to give a television interview regarding a National theatre and then cancelled day before broadcast, fearing it might be controversial.

Anner Hall presenting 'Mourning Becomes Electra' at the Westminster theatre, middle of this month, after finally passing the censor. Laurie Cowie, Beatrice Lehmann in leading female roles.

International Broadcasting Company, which operates Radio Normandie, has added another half hour of its programme, commencing Oct. 26, making nearly four hours continuous entertainment in English.

Negotiations are still going on for Metro to take over the 420-seater house adjoining its Empire in Leicester Square. Meantime Albert Clavering, original lessee, is spending over \$50,000 in fitting up the auditorium.

Cosmo Morgan and Lynn King collaborating on a film script of Marina King's 'Sunrise to Evening Star.' Source of the film script, Book also being adapted to play form for broadcast by British Broadcasting Corporation.

Globe theatre, Stockton, formerly vaudeville house, and now part of the ABC (John Maxwell) circuit, will play pantomime for six weeks during the Christmas season. Cinemas at Colchester and Ipswich switch over annually.

Charles Munyard, former Paramount booker, who looked up with Montague Love, when Paramount formed a booking alliance with Union Cinemas, goes back to Paramount as vaudeville booker, but will also include the bookers.

'The Whole Town Talking,' the Anita Loos farce, now musicalized under title 'All Over Town,' marking the return of the play to the West End, goes to the Palace. Jack Waller present, with Bertha Belmore cabled to come home from New York to play one of the leads.

Minneapolis

By Les Rees

Three stage shows in row at Orpheum.

Walter E. Branson, RKO district manager, in town.

E. T. Westgard, of Warner Brothers, father of a seven-pound boy.

Cliff Gill, Eddie Ruben circuit advertising head, daddy of seven-pound girl.

Morgan Ames, Mort H. Singer's general manager, in town to look over the Orpheum.

Bill W. Watson, appointed Grand National branch manager to succeed Don Woods, resigned.

Margaret Morrison, localite, engaged to wed Jay Howard, manager for John Hale, singer.

'Doll's House,' with Ruth Gordon, to follow 'Tovarich' at Lyceum for three days starting Nov. 15.

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As soon as Max Korda recovered from the flu sufficiently to take his trip to America, John Myers, his lieutenant, got a dose of it.

Vic Oliver, commuting between London and Brighton, has to make the Ritz hotel, London, as well as the Hippodrome, Brighton.

'Fide and Seek,' Lee Fohrman-Ward success.

Emmo's musical at the London Hippodrome, grossing \$90,000 weekly.

With 'The Sign of the Cross' here, don't forget Clark and McCulloch on Broadway same years ago.

Sarah Churchill playing her first

Hollywood

Wallace Beery in Frisco.

Billie Burke at Palm Springs.

Edwin Knopf Palm Springs.

Gene Fowler back from Europe.

Judy Canavan in from Broadway.

James Hogan tied to the desert to kill a cold.

Margaret Lindsay suffering attack of pleurisy.

Louise Clegg off for a pic chore in Mexico City.

Richard Duce art director on all Metro shorts.

Claire Trevor vacationing at Arrowhead Springs.

Maurine Watkins scribbling an original at Metro.

Indie exhibits guested Pete Harrison at a luncheon at the Ritz.

The Edward Arnolds back from a Panama vacation.

Walter Fleischmann in from N. Y. for month's tour.

W. C. Fields planning trip to New York and Florida.

Ozzie Nelson observed his seventh anni on the air last week.

Arthur Jarrett back from his 16-week engagement in Dallas.

Edward Rowley returned to Texas after looksee at the studios.

Patricia Wilder, Dorothy Lamour, Rav Milland Palm Springs.

F. Hugh Herbert, U. contract writer, off on six-week vacash.

Paula Blum, from the Tobacco Road company, in for screen test.

Sol Siegel, associate producer at Republic, back from N. Y. sojourn.

Sidney Schwartz, Metro's rep in Shanghai, back from his best there.

Irving Cummings and Dave Epstein shaking colds at Palm Springs.

Rosemary and Priscilla Lane booked at the Ritz.

Son of A. Dorian Otros, screen writer, won a Harvard scholarship.

William LeBaron has returned to his star after his year vacash.

John Ludwig, Milwaukee, summoned here by illness of his son.

Jules Stein, prez of MCA, has taken a home in San Fernando valley.

Carl Laemmle, Sr., chiefed in from the east with Jack Ross, his secretary.

George Thomas, Jr., and Charles Coss joined Hal Roach's publicity staff.

Bob Hussey has transferred from Columbia to the blurb staff at Paramount.

Hugh Mills, writer, back at Metro after a four-month sojourn in Europe.

Lawrence Gray promoted from assistant director to dialog mentor at Warners.

Anthony Veiller has returned to RKO's writing staff after a three-month layoff.

Sophie Tucker heading east for a banquet in her honor. Returns immediately to the Palace.

Recovered from illness, Beverly Roberts returned to Warners for her next assignment.

Robert Grey, new WB Coast publicity head, has gone for a North Hollywood manse.

George Trendle, prez of United Detroit Theatre, returned east after studio looksee.

Wade Dubottom, formerly with Walter Wanger, has been added to MCA's staff.

Danny Hursey, after six-week Coast sojourn, is returning to Chi to baton the Palace theatre org.

L. A. board of education accepted late in the day a bill for the Radium, as a text subject.

Bob Murphy, eatery impresario, hops again to acting in 'Every Day's a Holiday' at the Palace.

Eddie Cantor's opening Hollywood gift shop to hit the Yule trade. Already has an antique spot.

Frank Borzage dishing up the oats for Spencer Tracy's ponies while the latter is in Europe.

George Yohalen will be William Anthony McGuire's assistant on 'The Girl of the Year' in M.G.

Harry Stern moved in as manager of the Gaumont-British exchange succeeding Paul deLotto, resigned.

William J. Fadiman, N.Y. story editor for Metro, conferring with Edwin Knopf, studio scenario head.

Patricia Ellis returned from Europe, where she appeared in 'Paradise for Two,' for Alexander Korda.

Esther Muir and Sam Costlow entertained Sidney Kornheiser, N. Y. music publisher, while he was in town.

Frederick Brown, N.Y. secretary, treasurer of the MPFPA on the Coast, returned from a Hawaiian vacation.

Remon Novarro returned to Republic from Eastern p.a.s. and is going over material for his next picture.

Joe of Pete Ernastiner, manager of the Baltimore theatre, underwent an appendectomy at St. Vincent's hospital.

Rock Lawrence and other members of Sam Goldwyn's publicity staff broke out in tails for the opening of 'Hurricane.'

Fanny Brice's song number in Metro's 'Everybody Sings' is 'Quaintly, Daintly Me,' clefted by Bert Kalmar and Harry Ruby.

Max Factor's collection of old film reels, 16-mm. film for release in schools and students of screen history.

Phil Baker entertained a rang of friends and honoring Tom Finkle, who recently took over Bob Taplin's agency here.

Tommy Rockwell shoved off for Chicago and New York on his trip that will keep him away from H'wood for six weeks.

Fair Biz Generally Good This Year Save for Rainouts; Big Grosses

By BILL RICE

Charleston, S. C., Nov. 9.

All the fairs I have made this fall have had wonderful business, except where weather put the well known damper on. Brooklyn, Mass., enjoyed the most successful season in years and with one day of rain the World of Mirth Shows broke all records, doing better than \$32,000 gross. Last season they just topped \$20,000. This fair was to have charged \$1 admission, but at the last minute was put back to 50c as the shows refused to come in behind a dollar gate.

New Jersey State Fair at Trenton broke every kind of a record under George Hamid management, with Harry LeBrecque, resident secretary and manager. More exhibits, biggest gate in their history, more concessions and Cettin & Wilson Carnival, a truck show, topped everything ever done at this spot and in days gone by they have had the largest shows in the country. Weather very cold, but no rain.

Richmond, Va., State Fair had large attendance, with one day out on account of rain gave World of Mirth Shows best gross ever at this spot. Better than \$40,000. People had money to spend this year. Mostly from the tobacco crop, which was selling at around 25c a pound. Here, in 1937, with tobacco selling at 5c and 6c and business was terrible. Glucks Shows were unable to pay their guarantee and were tied up by the Fair Association and lost the balance of their fair dates.

Charlotte, N. C., Fair. Second season and operated by Captain John Sheesley, owner of the Mighty Sheesley Midway. Lost Monday, Tuesday and Saturday with heavy rains. Fell off from \$36,000 gross in 1936 to \$19,000 this year. Fifty percent was main gate and 50% carnival receipts both years. City and county in wonderful shape.

Winston-Salem, N. C., Home of Reynolds Tobacco Co. and money plentiful. Three days rain. Attendance off 50%. World of Mirth did better than \$12,000, which was \$8,000 less than 1936.

Danville, Va., Funny Little four-day fair. Just why they don't open on Monday and play Saturday, the best day of the week, is a secret of the Association. All four days cold and rain. Mighty Sheesley Shows gave \$5,000 flat for all shows, rides and concessions. Did better than \$10,000 gross and broke a little better than even.

Raleigh Goes Bad

Raleigh, N. C., State Fair. This fair operated by George Hamid in 1935 and 1936. After years of loss and after giving them a good profit each year, the politicians took it back and it's now operated like any little fair. People trying to do business were stalled around for hours between the secretary and manager of the concessions. Prices were mostly \$6 per foot and worth it, but if they didn't like the man's looks they ask as much as \$33 per foot. (They asked me \$400 for 12 feet and on both sides space was sold for \$6.) They tried to play safe and everything was on percentage that could be booked. Hamid had the grandstand 50-50 and cleaned up. Tol Teeter's Hell Drivers one afternoon at 50-50 and grossed better than \$5,000. World of Mirth Shows had a big week; five days fair, one day rain, but very doubtful if fair got out of the red. Grounds on Monday and Sunday packed with sightseers on foot and in cars. Every one had difficulty getting equipment to their locations.

Gastonia, N. C., and Greenville, S. C. Both cotton mill towns. Mills working only part time. Big cotton crop with low prices. Three days fair each fair and all concessionaires and shows lost money.

Orangeburg, S. C. Two bad days of rain, but with a big football game fair, concession and shows kept out of the red.

Charleston, S. C. Now in operation three days and blessed with perfect weather and business very good. Mighty Sheesley Midway showing plenty of trade and gate the best in years. This is the only fair I ever saw get a big opening on Monday and they did it with the well known 'Ladies Free.'

Week of Nov. 8 will be the closing stand for most of the carnivals,

Sparks to the Rails

Charlotte, N. C., Nov. 9. Charles Sparks, owner and manager of the Downie Bros. circus, motorized show, is offering all motor equipment for sale, also the title of the circus. He is also in the market for circus railway cars. It has been known for some time that Sparks has been wanting to get away from the motor truck transportation of his show and return to the use of railway cars. Just why he is offering the title and name of the Downie show for sale is not known.

Paris Fair Theatre Opens Only Week Before Expo Ends

Paris, Nov. 2. The Theatre du Trocadero, 5,000-seater, housed in the new Trocadero expo building and originally planned for all theatrical and musical offerings at the big show, finally will open its doors just one week before exposition closes.

The first presentation, however, will be on the day the expo closes, Nov. 21. Facheux will be given by players of Comedie-Francaise at opening show.

Want to Bet

Oklahoma City, Nov. 9. State amusement men are watching with keen interest efforts to legalize horse and dog racing and pari-mutuel betting on same in this state.

Backers of legalization as a pension revenue raising proposition have filed notice of intention to circulate an initiative petition. Chances of legalization are in a big question mark with odds favoring nix.

Park Quits Zoo

Canton, Q., Nov. 9. High cost of maintenance together with waning interest in recent years has prompted operators of Meyers Lake park here, to discontinue its zoo.

Animals have been sold and distributed among zoos in nearby cities and equipment which is now being dismantled has been donated to the city's municipal zoo here.

Park Goes Carney

San Antonio, Nov. 9. Mayor C. K. Quin has granted Beckmann-Gerrity carnival right to wash in old Expo park. This is the first time that any traveling show has been given that privilege by city dad.

Femme Pub

(Continued from page 1)

smith, producers and authors who have had to deal with the Dreyfuses in more than a score of years of Broadway show history. Miss Gallagher (best known merely as Irene when she first started on the switchboard-reception clerkship) has been the liaison for the Dreyfuses for some time in dealings with the creative artists whose works the Harms, Chappell, Crawford and allied music firms have published.

Ever since Louis Dreyfus concentrated his activities in England and Max Dreyfus took things easy because of illness, Miss Gallagher has been even more in closer touch with them.

But the crowning touch was the Dreyfuses' official recognition of Miss Gallagher's business aptitude with a formal title which, otherwise, she had lived up, sans portfolio.

who have had the best season since 1928 with few exceptions.

Charleston is the only city I ever had the pleasure of seeing all the theatres cooperate with the fair and really help to put it over. Albert Sotile, president and manager of the Pastime Amusement Co., is the gentleman that's doing it 100%.

'Right's' Advance

(Continued from page 1)

have been calculated to discredit the Administration, but the critic favored the show. Critic Richard Lockridge may have been under instructions, but that was not indicated. He apparently worked from the script, because he quoted generously from the lyrics. Lorenz Hart, who penned them, was reported burning at the omission of his name in the credits, although a copyright acknowledgment was made to Chappell & Co., the music publishers.

Printing part of one lyric after the Boston debut, was blamed for killing the laugh for most of the first nighters and along Broadway it was generally figured that 'Right' was overpublicized. That, however, was not the fault of the management. Notices were mixed, which reflected, against the reaction of the preem audience.

Reaction of the authors agent the first night reception was their decision to write in some new material to replace that which was given too much publicity in the press. Latter's lifting of comedy lines in the lyrics cannot be corrected, it was felt, but certain portions of the dialog which provoked laughs out of town will receive the authors' attention.

Authors Are 'in'

All the authors are 'in' on 'Right'. For the first time Richard Rodgers and Lorenz Hart came in on a show in which they collaborated. Composers have 10%. George S. Kaufman and Moss Hart, who authored the book, own 40%, with Sam H. Harris, the producer, having a like interest. Max Gordon, who has been financially concerned with several Harris attractions, also has 10% of 'Right'.

Show cost around \$125,000 despite its single setting. First-two sets delivered by Donald Orenslager were tossed out, as was much of the lighting equipment. Those involved seem to have gone overboard in that direction, since the scenic department is distinctly secondary.

'Right' is aimed for heavy profits, but the theatre end will be comparatively slim. Show gross 80% of the gross, which will run around \$32,000 weekly. House's 20% will not be more than \$6,400 weekly. After paying the rent, its share of the stagehand wage and supply most of the men in the pit, the theatre will be lucky to show much profit on the enterprise. Show gross 80% of the gross, which will run around \$32,000 weekly. House's 20% will not be more than \$6,400 weekly. After paying the rent, its share of the stagehand wage and supply most of the men in the pit, the theatre will be lucky to show much profit on the enterprise.

It was expected that a flock of agencies would spring up near the Alvin, but some of the lesser agencies were not included in the buy. Only one brokerage is adjacent to the theatre and it was established a season or so ago.

News Editorial

Daily News in an editorial printed Tuesday (9) stated that show, if not a superb entertainment but also of much political importance. George M. Cohan satirizes and caricatures America's leading statesman, President Roosevelt—and does it with a sort of kindly mercilessness which appears to please both pro-New Dealer and anti-New Dealer. The political importance of 'I'd Rather Be Right' is the fact it can be produced in the United States at all. It can happen here; and the fact that it can is possibly the most precious aspect of our democratic system, with its free speech tradition nalled into the 'Bill of Rights'.

End of the editorial expresses the hope that we will always have a President 'whom we can fire at the end of four years if we want to and that we'll always have men like Kaufman and Hart, free to kick the socks off anybody and everybody in high place.' Also that 'this one ought to go into the movies soon, but we suppose it won't.'

Ringling Tax Suits

Tampa, Nov. 9.

Local authorities have entered suit against the estates of John and Charles E. Ringling for income taxes asserted due.

John Ringling estate being sued for \$2,277,942 for taxes unpaid in 1918-22, and for 1926 to '33.

Only \$271,858 is asked of the Charles Ringling executors for taxes from 1918 through 1922 and for 1926.

Ringlings Regain Their Big Tops By Arrangement with Mfg. Trust

NICKS RINGLING SHOW

Fla. Motor Authority Slaps Tax on All Trucks

Atlanta, Nov. 9. Extra large headache developed here for Ringling Bros.-Barnum & Bailey, when State Revenue Commissioner's Motor Vehicle made circus' dig up, slightly under \$2,100 for its 36 trucks under state's bus and truck maintenance tax law. Trucks are only used between cities again and pay, but efforts to argue out of paying tax fell on deaf ears.

Story going rounds is that certain semi-official requests for 125 Annie Oakleys fell on deaf ears and levies on tax was in way of reprisal for this snub.

New Cleve. Arena Equipped for Giant Events

Cleveland, Nov. 9. Al Sutphin's \$1,200,000 Arena, new indoor sports emporium being erected close to theatrical area, is making headlines by picking 'Ice Follies of 1938' for a premier.

Nov. 10. Shigstad & Johnson spectacle in for five days, playing at a \$3.30 top, highest figure ever asked here for such an attraction.

Project is definitely the most ambitious one essayed in Cleveland in last 10 years, changing the entire sports map and virtually forming a monopoly. Principally it's giving Cleveland's hockey team, of which Sutphin is prez, a permanent headquarters for the first time. Barons' opening exhibition game against New York Rangers has been slated for Nov. 17.

Block-long arena, holding 9,700 seats for hockey, was made with a convertible floor so that it can be turned into a five ring circus within 24 hours. Policy is equally flexible as backdrops are booking in everything from basketball, wrestling, to bike races, ice shows, large-scaled musical productions and even circuses. For boxing they can rig up 12,700 seats, which exceeds the capacity of civic auditorium where biggest fights have been held up to now. Schedule for November calls for two nights of public skating, two of hockey, alternated by basketball and boxing bills weekly. Sutphin, also bidding for Al Sirat Grotto, circus in December, to be staged by Hagenbeck-Wallace troupe.

For Love of Sport

Sutphin is millionaire owner of Braden-Sutphin Inc., a born getter who has become No. 1 promoter of the town's sports events in last three years. Backer putting Arena across almost as a civic enterprise by not only refusing to sell stock to racketeer-sportsmen, but also by picking prominent business men as associates. Alice Ryan, vice-pres; Tim Conway, treasurer, and J. Fred Fotts, secretary, all rank aces in financial and social circles. Deac Martin handling publicity.

Unique set-up is already playing havoc with rival spots that formerly had a lien on sports events and super-musicals. Arena's stealing a number of fight matches and athletic shows that formerly went to civic auditorium, while Humphrey's Elysium is losing franchise on hockey activities. Stage facilities include a \$40,000 switchboard and novel lighting effects, so Sutphin is dickering for 'Great Waltz', which is tentatively skedded for Public Hall this winter.

Japan at 'Frisco

Tokyo, Oct. 25. Leland W. Cutler, president of the 1939 San Francisco expo, his wife, and secretary Paul A. Sexson, arrived in Japan last week. Cutler and Sexson, who is also a commissioner of the expo, will confer with Jap. officials on the details of the Jap exhibit to be maintained at the big show.

Understood that the Jap officials are favoring an exhibit leaning strongly toward the cultural life of Jap.

Sarasota, Nov. 9. Once again the name of Ringling will lead legally, as well as nominally the 'greatest show on earth.'

An ambition which the late John Ringling, last of the seven famous brothers, cherished several years ago to absorb all the larger circuses has been achieved. Although Ringling went heavily into debt to do it, records showed today that the debt had been refinanced and Ringling's nephew, John Ringling North, will become head of the great circus combine under the Ringling banner.

Before John Ringling died in New York a year ago, he had taken most of the legal steps necessary to regain his circus empire. The consolidation started when Ringling Brothers and Barnum & Bailey—long competitors—were combined. Then Ringling added other shows, such as the John Robinson, Hagenbeck-Wallace, and Sells-Floto.

To do that, court records show, Ringling gave a note for nearly \$2,000,000; and at the time of his death all but \$800,000 had been paid.

Gumpertz Resigns Business managers of the estate have transferred the note to the Manufacturers' Trust Co. of New York and many who have been connected with the show, by virtue of an interest controlled by Allied Owners Corp., will resign.

These include, according to court records, Sam W. Gumpertz, general manager; William M. Grove, John M. Kelley and Francis T. Pender. The representative of the Manufacturers' Trust will be William P. Hanna, Jr., on the circus board of directors.

Deadline for the refinancing agreement, according to papers filed with the Sarasota court clerk, was Nov. 6. But the deal was consummated in Washington Nov. 4, after an order granting the executors permission to refinance was signed by Circuit Judge George W. Whitehurst.

Gumpertz is expected to arrive with the show tomorrow (10) when it puts in for the winter after its 16,000-mile journey.

John Ringling North and his brother, Henry Ringling North, are now in New York, but are expected here next week.

XMAS CLUB IDEA TO R. R. '39 FAIR TRIPS

Following the general outlines of Christmas Fund clubs, N. Y. World's Fair has launched a savings club project with the idea of centering interest on the fair and encouraging attendance. About 21 states have inquired about details of such clubs, and 150 banking institutions have asked about it. Idea would be to put aside so much coin each week until April 10, 1939.

The World's Fair Savings clubs plan to be worked out through some 17,000 banks in U. S.

Roady; Not Red

Oklahoma City, Nov. 9. The State Fair of 1937 netted \$34,278, a report submitted to the fair association board of directors reveals.

It gave the association a financial balance of 1937 and helped offset the losses of last year which came within \$5,265 of depleting the association's bank account.

FAIR CONCESSIONS

First space commitments for entertainment at the 1938 World's Fair will probably be allocated shortly after Jan. 1. None have been decided on to date. Prospective producers and concessionaires have submitted more than 6,000 proposals to John Krimsky, acting director of entertainment and events.

Every type of entertainment except legit will be featured at the fair, John Golden is Chairman of the advisory committee on entertainment.

Driver's Crash

Spartanburg, S. C., Nov. 9. Edwin Spall, 28, Anderson, Ind., racing driver and familiar to the nags on many Dixie circuits this fall, was on his way to the fair when his car skidded and crashed through a wood fence at the Sampson County (N. C.) fairgrounds. Body to Anderson for burial.

OBITUARIES

FREDERICK DONAGHEY
Frederick Donaghey, 64, died at Chicago, Nov. 8. He is survived by his widow.

He was internationally known as music and dramatic critic. Following the death of his wife, he represented the Wolfson concert bureau in Europe, coming back to the United States as music critic, first for Philadelphia Enquirer then for New York Herald, where he took over drama department.

He became associated with William A. Brady, and was Brady's general manager for several years, going to Chicago to represent Brady. In Chicago he became associated with Harry Askin in producing shows at LaSalle theatre and later with Mort Singer, and then Hoff, Adams & Howard.

During this period he wrote and translated several hit shows, collaborating on "Louisiana Lou." He joined Chicago Tribune about 20 years ago as special writer and music critic, later taking over dramatic desk of late Percy Hammond. For last few years he handled Shubert Dramatic League in Chicago.

As critic he had absolute authority over his column and was established as foremost critic in that part of the country with the greatest following, his yes or no making or breaking shows.

He was famous for his remarkable memory of all things theatrical, as to names, casts, shows, ideas, plots, and even musical themes. He was called upon often to act as arbitrator in legit and music. Burial in Chicago.

For some time he was a member of Variety's Chicago staff, contributing musical and dramatic comment. He did not, however, cease his efforts on behalf of the promotional end of the theatre and eventually resigned to give his whole attention to building up the demand for dramatic shows.

Not generally known that he was at one time a vaudeville critic, being the second writer to treat the then comparatively new form of polite vaudeville with the same careful attention others gave the legitimate stage.

TOM D. COCHRANE
Tom D. Cochrane, for 15 years general manager of Paramount in Japan, China and the Philippines, died suddenly Nov. 9 at St. Luke's hospital, New York, where he had been taken Sunday after suffering a stroke. Cochrane arrived in New York three weeks ago, and, though in ill health, his condition was not believed serious. He died without retaining consciousness following a stroke Sunday.

Cochrane, who was a brother of R. H. Cochrane, president of Universal, had represented U in same territory for about 11 years before joining Par.

He is survived by a widow and two children in Tokyo. If his family gives consent, his body may be cremated and the ashes sent to Japan.

G. HORACE NORTIMER
G. Horace Nortimer, 54, veteran legit showman and newspaper writer, died Nov. 4 in Hollywood, following an emergency operation. He is survived by the widow and a married son, Horace Nortimer, Jr.

Nortimer was born in England, and for many years following his arrival in this country functioned as a writer, press agent and manager of legit attractions, working for the Shuberts, Klaw & Erlanger, Jed Harris, George Tyler and others. He was for several years press rep for the Orpheum circuit in New York. Four or five years ago Nortimer retired to Tahiti to reside, but returned to Hollywood couple of years ago. In 1935 he served as public relations counsel for the Hays Censorship office and also worked for a time at the Universal studio. He conducted a series of broadcasts on the subject, "Half Forgotten Americans," and also did free-lance newspaper work for the New York Herald Tribune and other papers. At time of his death Nortimer was president of The Agents, Coast legit organization.

GERTRUDE KINGSTON
Gertrude Kingston, actress once prominently associated with Henry Irving and Beerbohm Tree, died in a London nursing home Nov. 8.

Born in London, Miss Kingston studied art in Berlin and Paris before going on the stage. Her last appearance was in "Partners" on the

stage of the Haymarket theatre in London. Her American debut took place in 1915 at the Neighborhood Playhouse on Grand street in New York. She had the part of Lady Cecily Bland in Shaw's comedy, "Captain Brassbound's Conversion." Besides her acting Miss Kingston was a writer, painter, and illustrator. An exhibition of her paintings was held in N. Y. in 1927.

FRANCIS de CROISSET
Francis de Croisset, 60, noted Belgian playwright, died at the American Hospital at Neuilly, France.

Born in Brussels, he passed the greater part of his life in France. His first play, "The Cherubim," was produced in 1902. Robert de Fiers collaborated with him on most of his stage successes.

William Faversham first produced one of his plays, which had been a Parisian success, in New York titled "The Hawk." Another, "Arsene Lupin," also was produced here, "Head Over Heels in Love," Jessie Matthews starred for GB, which opened in N. Y. last Feb., was written by him.

JOHN J. O'BRIEN
John J. O'Brien, 50, at one time a partner in the Washington law firm of O'Brien & O'Byrne, income tax experts who catered to a theatrical clientele, died Nov. 5 at the Medical Center in Jersey City. Death was attributed to overwork and a nervous breakdown.

In later years he had been secretary to Governor-elect A. Harry Moore of New Jersey. Surviving are his widow, Mrs. Agnes O'Brien; a son, John, 17, and two sisters, Mrs. Joseph W. Macdonnell and Mrs. Anna Oram, both of Maplewood, N. J.

ALLEN K. FOSTER
Allen K. Foster, 58, veteran legit director, died in Santa Monica, Cal. Nov. 2 from a heart attack. Foster, who had been doing free lance work in pictures since his return to the Coast from Fort Worth's Centennial where he staged "Jumbo," was stricken while reading a new play. He staged the original production of "Jumbo" in New York and prior to that had a hand in a number of legit on the Coast for Henry Duffy.

Widow and two children survive.

MAUDE VALERIE WHITE
Maude Valerie White, 82, British song writer, died in London, Nov. 2. She was the composer of a number of songs popular with English audiences, and many of her compositions exceeded a sale of 50,000 copies each. Her best known numbers included "When the Swallows Homeward Fly," "No. 10," "The Moon A'Roaming," and "Among the Roses." She lost popularity with the decline of the ballad type.

EARL G. SHEAR
Earl G. Shear, for the past five years president of the Schenectady local, AFM, died there Nov. 3, after a week's illness.

A percussion player, he had rehearsed with an orchestra in the WGY studio, for an International General Electric broadcast, the afternoon of the evening he was taken to the hospital.

WILLIAM DEWHURST
William Dewhurst, 49, film actor, died of heart failure at his London home, Oct. 28.

Formerly a touring legit player, deceased scored recent hits in character roles in pictures: "Saboteur," "Dinner at the Ritz," etc. Recent news of death of only son fighting in Spain considered to have hastened his end.

BILLY CAMPBELL
DONALD R. McBEATH
WILLIAM J. KELLY
ALEX GIANNINI

Ottavio Corpolanano, 21, known also as Billy Campbell; Donald R. McBeath, 28; William J. Kelly, 22; and Alex Giannini, 26, all professional contact men, were killed in an auto crash near Hyde Park, N. Y., Nov. 5.

Details in the music pages.

GEORGE H. BELTON
George H. Belton, a prominent figure in Canadian financial and theatrical circles, died Nov. 6 in London, Can., at St. Joseph's Hospital. Death was due to a heart attack.

At the time of his death, Mr. Bel-

ton was president of Loew's London Theatre and had ways taken an active interest in the theatre since it was erected some years ago.

WALTER PERCIVAL
Walter Percival, 57, died suddenly at his home in Leonia, N. J. Nov. 7. Starting as an actor, he turned scenic artist and was head of the United Scenic Artists Union, in which he had been active for 17 years. He was serving his fourth term as president of local 829.

Survived by his widow, a son and a sister.

ELIZABETH GRAHAM
Elizabeth Graham, actress-wife of George Graham, a member of the Marta Abba touring company of "Tovarich," died Nov. 3 in a New York hospital.

Her husband left the show in Omaha, flying to New York for the funeral last Saturday. He later returned to the cast.

LOUIS L. ALTERMAN
Louis L. Alterman, 59, who opened his first picture theatre 25 years ago, died in Jamaica, L. I., Nov. 7.

He is survived by his widow, two sons, two daughters and four brothers.

ALEXANDER SCOTT-GATTY
Alexander Scott-Gatty, 61, English actor and close friend of Sir Johnston Forbes-Robertson, died in London Nov. 6, only a few hours after his old associate had passed away. He accompanied Sir Johnston on his American tour in 1913. Recently he had been doing radio work.

LIONEL ROBSARTE
Lionel Robsarte, 60, former operatic tenor and more recently vocal instructor, died in New York Nov. 3. His professional appearances were chiefly in England and Italy. He is survived by his widow, the former Leonore Linhoff, and a sister. Interment at Pomona, N. Y., where he had a summer home.

WINTHROP AMES
Winthrop Ames, long a commanding figure in theatricals, died in Boston, Nov. 3, of pneumonia, following a long illness. He is survived by his widow, the former Lucy Fuller Cabot, and two daughters.

Further details in the Legitimate department.

SPENCER D. BETTELHEIM
Spencer D. Bettelheim, 43, treasurer of the Sam H. Harris theatrical ventures and lessee of the Lyceum theatre, was found dead in his office in the latter theatre Nov. 5.

Details in the legit pages.

SIR J. FORBES-ROBERTSON
Sir Johnston Forbes-Robertson, 84, for long years an outstanding figure on the British stage and well known in America, died at his home, S. Largs, near Dover, England, Nov. 6.

Details in the Legitimate pages.

FRANK FINNEY
Frank N. Finney, 63, real name James Whaley, died Nov. 6 in Spokane of kidney trouble. He was a veteran Irish comedian on the old Columbia Burlesque circuit. He retired 15 years ago.

GEORGE KUNKEL
George Kunkel, 70, film actor, died of a heart attack Nov. 8 at his home in Hollywood.

Survived by his widow, a son, Herbert, and a sister.

LOIS NIXON
Lois Nixon, 20, singer, died in Detroit, Nov. 6, of intestinal infection. Parents survive.

Mrs. William Menke, wife of Cap'n Bill Menke, owner of Golden Rod Showboat, died Nov. 6 in St. John's Hospital, Pittsburgh, after long illness. Husband and daughter survive.

Glen Barron, 26, son of R. W. Barron, manager of the Independent Film Supply Co., died in San Antonio last month.

Father of Jesse Block, of Block and Sully, comedy team, died in New York Nov. 8.

Mother, 59, of Norton Parker, Universal studio writer, died Nov. 3 in Los Angeles.

Mother, 67, of Max Steiner, studio composer-conductor, died in Vienna, Nov. 7.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. VARIETY takes no credit for these news items; each has been rewritten from a daily paper.

East

Metropolitan Opera Guild held its first luncheon of the season at the Pierre yesterday. Guests of honor were Grace Moore and Frederick Schorr. Guild will stage an At Home, Nov. 26, at the Met.

Wallace Waite, who charged that his dramatization of Caldwell's "Journeyman" was plagiarized by Alfred R. Hayes and Leon Alexander, loses his plea before the American Arbitration Assn., which voted unanimously to award the rights to Hayes.

Katherine Wick Kelly, wife of Frederic McConnell, director of the Cleveland Playhouse, died yesterday (9) as result of a plunge from her seventh story apartment in Cleveland, land to the pavement. She had been in ill health.

Wife of George S. Kaufman had a fur coat lifted from her seat at the opening of "I'd Rather Be Right." Went out for a smoke and left the wrap in her seat.

Rockwell Kent and the Post Office in a jam over his mural in the D. C. office. Says any attempt to alter will be met with an injunction suit. Henry Ford paid \$100,000 for an option on the exclusive broadcast of the world's series. Failed to take it up when it was apparent that there was country-wide interest.

Bruce Barton, Boston, Durstine & Osborn, elected a congressman in N. Y. last week. Presidential boom launched two days later.

Reported that Col. Lindbergh plans an early return to America.

Helen Fabiani, former chorus girl, suing her husband, Ray, Philly sports promoter, for their child. Claims he stole the infant. She's his sixth wife.

Bud Pollard to direct a scene from a Keystone comedy for a "Night of Stars." Will use some of the old-time stars. Mack Sennett and Al Christie expected to attend.

B'way cop, single handed, brought in 31 men charged with peddling, blacking shoes without a license and other minor infractions. Most drew suspended sentences in Night court Thursday, but it may reduce the Square congestion.

Cecil Beaton, photog, did the costume plates for Tallulah Bankhead's "Cleopatra." His first job, but he may stick.

Neighborhood Ticket Distributors formed to sell theatre tickets in drug and other stores in residential localities.

Baron Wilhelm Wymetal, Vienna impresario and at one time with the Met opera, attempted suicide in Vienna Thursday. Condition reported to be grave. Health believed to be the reason.

Officially denied, but generally believed that a Max Gordon production will be next tenant at the Rockefeller Center theatre.

William Harris drops "The Greatest Show on Earth," but may retain a silent interest if someone else produces.

Thomas Carleton Upham, N. Y. playwright, suing for the \$50,000 estate of his great aunt by marriage, the late Mrs. Marcella Upham. Upham promises to make a million her heir if he would shape his life in accordance with her plans. He did so, but the estate was willed to Mass. Red for fight of needy pupils. Suit in Boston.

United Mine Workers Journal (C.I.O.) slaps at George M. Cohan for gibes at New Deal in "I'd Rather Be Right." All wrought up.

Phil Cook, of radio, must face trial on charges of atrocious assault growing out of his auto crash on the Pulaski street Oct. 16.

Mohamadan Fast of Ramadan has started Friday. Pious cannot eat during daylight hours for 30 days.

Olivia Donnell, father of the quins, in N. Y., to do his Christmas shopping early.

Three Yiddish theatres put on new bills last night. Second Ave. gets "The Jolly Village," Parkway "Family Secrets" and Hopkinson has "Molke from Slabotke." First and third are new.

Rachel Crothers spoke on "The Modern Theatre" at the Pen and Brush club Sunday.

Lillian Russell of the Women's Club Friday afternoon.

About 50 of Father Divine's angels got their wings singed when his Kingston "Heaven" burned to the ground Sunday.

Catholic Actors Guild unveiled a monument to those buried in its plot of Calvary cemetery, Queens, Sunday. Gene Buck taxes to carry the names of all who lie in the Guild plot.

Mitzi Mayfair slapped with \$45 fine for speeding. N. Y. City claimed she was doing better than 80. Tax liens filed Monday in United States District Court show estates of Gene Riney-Bros. owe government \$1,000,000 in back taxes.

Met Opera will not give any performances at the Brooklyn Academy of Music this season.

Coast

Clifford V. Herbert, son of the late Victor Herbert, was sued in Los Angeles superior court for divorce by Mrs. Herber Meher Herber. Property settlement has been agreed upon.

Trampled by a mob of extras during filming of a scene at Warner Bros. studio, Jane Bryan received leg injuries that sent her to a hospital. Home of William A. Selzer and Marian Nixon in Bel-Air, Los Angeles, ransacked of furs and jewelry worth \$4,500.

Adele Carples Ulman, former secretary to Helen Hayes, actress, granted divorce from William A. Ulman, screen writer, on desertion, charge.

Eleanor Holm, enroute to Fort Worth from Los Angeles, collapsed on her arrival in Tucson and was taken to a hospital with bronchitis.

Mary Blue filed suit for separate maintenance in L. A. against Ben Blue. She asks custody of their 14-year-old daughter.

For one hour's alleged imprisonment in L. A., damages of \$125,000 are being sought from Mervyn LeRoy, Warner director, by his former butler, a Hungarian war veteran, Blayne Matthews, Warners police chief, also was named a defendant.

MARRIAGES

Mildred Wyatt to Forrest W. Clough, Oct. 2, in Dallas, Texas. Bride formerly with program dept. of KRBC, Abilene, Texas. Groom, p.a. and business manager for Southwestern School of Radio Broadcasting, Dallas.

Audrey Renard to Charles Ashley secretly at Melrose, Mass., Oct. 9. Bride is non-pro of Brockton, Mass. Groom is police reporter, WEEL, Boston.

Alfred Domain and Jean Moczykowski, Nov. 6, at Bridgeport. Groom is house manager of Lyric and bride former cashier at Loew-Pol houses.

A. G. (Dud) Forry to Lola Farrell, Nov. 5, atinglewood, Cal. Groom is office manager of Los Angeles Monogram exchange.

Rose Kruke to Danny Engel, in Cincinnati, Nov. 10. Groom is midwest representative for Chappell & Co., music publishers.

Gwendolyn Steele to Jack Savers, radio publicist, Nov. 5 in Beverly Hills, Cal.

Irvin Jacobs to Billie Sigman, in Pueblo, Colo. Groom is district manager for Grand National films in Denver and Salt Lake City.

Fred Rinaldo to Marie Half, Nov. 4, in Hollywood. Groom is a writer under contract to Metro.

BIRTHS

Mr. and Mrs. Joseph Bolton, son, Nov. 8, in New York. Father is baseball player, mother a paver on WHN, N. Y., and sports commentator for Paramount newsreel.

Mr. and Mrs. Al Clauser, son, Oct. 30, Des Moines. Father is radio performer at WHO, Des Moines.

Mr. and Mrs. David H. Harris, daughter, on Oct. 27. Father is traffic manager at WOOD-WASH, Grand Rapids.

Mr. and Mrs. Floyd Wetzelund, son, Nov. 3 in Santa Monica, Cal. Father is radio engineer.

Mr. and Mrs. Andy Sheridan, son, in Pittsburgh, Nov. 2. Father is attorney for Harris Amusement Co. and mother is former "Bun" Harris, of theatrical family.

Mr. and Mrs. Harold Adamson, daughter, in Los Angeles, Nov. 2. Father is songwriter at Universal.

Mr. and Mrs. Malcolm L. McCormack, son, Boston, Oct. 25. Father is m.c. WBC and WBZA, Boston-Springfield, Mass., Musical Clock.

Mr. and Mrs. Robert Libonati, son, in Chicago, Nov. 5. Father is in vaude.

Mr. and Mrs. Maury Gaffney, daughter, Nov. 7, in New York. Father is trade news contact at CBS.

Pancho In on La Conga?

Pancho, maestro at La Conga, Spanish-Cuban niter, N. Y., is virtually set to buy a piece of the cafe. Band leader has been holding forth here for some weeks. Spot is one of the quietest in the city.

El Caney Quartet and Pancho's rhumba band supplement Pancho's music and Hilda Salazar, vocalist. Pancho is slated to go out on an MCA tour and Enric Madriguera will follow him in, then comes Dick Gasparre.

Death Trail

(Continued from page 1)

75c to \$1.25 per person hotel tariff forced them to cast about for other means of reaching the next stand. Buses or trailers converted into sleeping quarters are the answer to both problems. They are remodeled pullman-car fashion, with upper and lower berths capable of accommodating 10 men comfortably. All clothing is clustered at the front end, water tanks built into the roof and an old-fashioned washpan for such things as wet-washing or shaving.

Saves Hotel Bills

One of these outfits, recently in Lincoln, paid \$2,500 for its trailer a little more than two years ago and estimated a saving of \$3,800 in hotel bills alone. Since then the cost of these travelling hotels has dropped until a reasonably good one can be had for less than half that price.

Trailers also figure highly in exploiting the band, usually carrying banners on the sides giving the name of the outfit. They also make a big show in a village street or along the road. Some patrons and rubber-neckers haven't become used to the idea and never fail to cluster around when the band hits a town.

Small town hotels don't like it at all. They generally squeak that the boys make too much noise with their jamming.

AFA

(Continued from page 47)

heard last Friday (5). Meeting was adjourned because of the absence of Whitehead, however. Now scheduled for some time in December.

Among other complaints to be registered at the hearing, BAA will charge its opposition in the organizing field, the AFA, with using high pressure methods in dues collecting, despite the town of the Four A's. BAA states that Ralph Whitehead's group is virtually forcing its (BAA's) members to shell a year's dues in advance to the AFA, recently given jurisdiction over 'folks' theater in the N. Y. area on the ground that they were no longer operating as burlesquers.

It is charged that percentage-earning organizers are making all the coin they can before the hearing can decide unfavorably against the AFA's jurisdiction. Although the AFA was in collections until the matter has been finally settled, the BAA states that the drive goes on uninterrupted, with BAA members being forced to part with \$12.50 in some instances, whereas BAA permits a deferred payment plan on the year's dues. BAA contention is that a fast financial clean-up is aim.

Skaters Sought

(Continued from page 1)

agement at Olympia here Nov. 30 to Dec. 5.

Show, which opens new Cleveland ice arena this week, also has Shipstead and Johnson in lineup, as well as rest of skaters who appeared here last spring.

Sarnac Lake, Nov. 9. First international skating ball held at Lake Placid Olympic Arena includes Karl Schaefer, Maribel Vinson, Guy Owen, Frances Claudet, Freddy Mesot, Mary Jane Healedt, Simpson Sisters, Ted Cave and Alfre Trenkler.

Some production opens at the Madison Square Garden, N. Y., Nov. 15. Attendance here S.R.O. opening show.

'Little Peach' Now

(Continued from page 1)

ly yawning at the Dixie-born 'Big Apple' dance.

One local house has decided to put on a show labeled 'A contest to bury the 'Big Apple'.

Big Apple craze gets credit for creating the greatest show date contrast possible in going from the creme to the crumb on two successive dates.

Harry Moss' crew, headed by Howard Lane, played a benevolent performance for the inmates of Sing Sing prison Nov. 7 and followed that with a date at the Horshoe Dinner on the Starlight Roof of the Waldorf-Astoria hotel, N. Y., Nov. 8.

WHAT THEY THINK

Victim of Agency Inertia

New York, Nov. 2.

Editor, VARIETY: I am transmitting your editorial entitled "SPONSOR RESPONSIBILITY" to the head office in last week's issue, in my mind, represent two of the most negative conditions holding back radio today.

Like a lot of others, I have been a victim of agency inertia. For instance, a record of one of my shows was at one of the biggest agencies three weeks, and in that time nobody deigned to even listen to it.

Sam Hammer.

Lack of Legit Courtesy

Jersey City, Nov. 8.

Editor, VARIETY: I have been reading for a long time that the theatre is dying, it is dead, or that it is going to die, and as a non-professional, would like to add my two cents to the discussion.

Some few days ago I went to a theatre on Broadway in New York offering a foreign company in repertoire to buy two \$1.10 seats. Two young girls ahead of me on the line asked for two \$1.10 and you should have seen the reception they got! Nonplussed they had the gall to ask if they had any 50c seats, which are advertised on the signs adjoining the box office! The lassie in the cage didn't even bother to turn around to answer them. Embarrassed and humiliated, they hurried away and you can bet I turned with them.

Now this is one of the things that turn people to the galloping celluloids, and who can blame them?

There is a big audience for cheap seats but apparently the legitimate theatre wants none of them. After all the movies are a very successful enterprise. Even the artist of the managers will admit that but the movies won't spur a prospect just because that person can't afford the higher priced tickets. The movies haven't spurred a dime or even a nickel customer and they are getting along simply swell.

A lot of managers and quite a few thespians love to tell about the time they were down to their last dime. When a bag of rolls and a cup of kaffee was a banquet to them. At that time they must have been poor, but they can't seem to realize that there are a lot of respectable people, well-mannered and believe it or not, intelligent to whom a dollar bill is still a lot of money. In fact they would be surprised to see that gang who couldn't possibly afford \$6.50 for a brace of seats and who, rather than be humiliated by some monkey in a box office cage, take their dollar ten and his themselves to a movie where they can sit in a comfortable seat, see and hear distinctly, and even get respectable treatment and enjoy themselves at the same time.

Everyone knows who has followed the theatre that there is nothing the matter with it. All you have to do prove that there is not a smidge bit come along and the customers form in lines.

So a little more courtesy, more low-priced seats, and halfway decent plays, please, and watch the theatre fill up.

Joe McInerney.

El Chico's Imported Talent

New York, Nov. 3.

Editor, VARIETY: Re your enclosed article, 'Low Pay Fades Spanish Acts', in your issue of Oct. 13, I would like to contradict whoever wrote this story.

Not one of our artists—and we have imported nine for our new show—receives less than \$100 per week.

For your own information we would like to say, that normally the salaries paid Spanish artists in Spain would make the salaries paid in this country look like nothing. To back this statement I have some 500 letters proof that vaudeville and night club artists (I'm not speaking of chorus girls) salaries in any first or second rate place in Spain run from \$150 per week to even as high as \$500—dollars not pesos.

Of course, considering conditions in Spain for the past year, anyone might be able to get an artist from \$75 to \$100 a week, that is, if they are willing to pay their fares, and in practically every case you either have to bring the mother or a sister, and also pay their fare. Then, too, please do not forget most of the time the Immigration Department asks you to deposit \$500 for each one.

I would be happy to prove to the man who wrote this article that he is very wrong. Spain, Mexico, Cuba and South America also have poor actors, dancers and singers—like any

other country—but who is interested in bringing them?

Please do not think I am only interested in myself regarding salaries. I am thinking also of the welfare of the Spanish and Spanish-American artists.

I am willing to admit that you can get Spanish artists in New York, that is, third rate, for \$40, but the number is so limited you can count them on the fingers of one hand.

We are able to convince you, and are willing to prove by contracts and letters—and we will fill them—that our artists draw these salaries, and we also pay them first class fares of \$200 to New York and \$200 back, and on several occasions we have made a mistake and had to send an artist back, at a total loss to ourselves.

Because 'El Chico' was mentioned in this article, we felt we should write you and present the true facts as far as we in particular are concerned.

Benito Collado,

Managing Director.

Crump's Comments

New York, Nov. 4.

Editor, VARIETY: Perhaps this is a little late in reaching you, but it still seems worthy of comment.

Owen Crump is the producer, writer and guiding personality of 'Clair' on the Go Hollywood' program every Friday night at 8:30. For the present the broadcast is limited to the west coast, but after the first of the year it will be coast-to-coast.

The program originates at the Warner Bros. studios in Hollywood, under the supervision of Henry Malitz, executive producer of Warner Bros. KFWB.

Each week Owen Crump does a column of the air entitled 'Going Hollywood', and the enclosed was the last comment in his broadcast of Oct. 22.

I honestly feel that Crump hits the nail right on the head, and I admire his courage. To date, as Crump says, his only orders from Clair have been to eliminate all destructive comments.

Most of the Hollywood commentators are striving to reach women, and that is what women are most interested in the 'wonderwoman' type of gossip. However, the order to leave out destructive gossip came from a woman, Mrs. Joan Gelb, president of Clair, and one of America's leading business women. To give credit where credit is due, this is a good idea.

I am bringing this matter to your attention, as I know you are vitally interested in this serious problem that faces the motion picture and radio industry.

Wm. H. Rankin, Jr.,

In Charge of Radio,

Wm. H. Rankin Co.

(Excerpts from Owen Crump's Comments on Clair, Oct. 22, 1937)

One of the biggest news stories of the week, obviously ignored by the Hollywood commentator earlier in the evening, is the ever-growing antipathy in the studio to certain type air gossips. Studios feel and rightly so, that so-called commentators take unfair advantage of their position and do great harm by stressing the scandal side of the movie news. It's a fact that news stories in the hands of radio commentators who are striving to be merely sensational will be twisted and convoluted to an effect to a most harmful purpose. More than that, most radio gossips make up most of their stories because they actually have no access to the studio lot.

Bitter feeling was brought to a focal point in a front page editorial in today's DAILY VARIETY. Louella Parsons backed it up to follow Arthur Ungar's lead in DAILY VARIETY, and today studios were calling conferences in many quarters to find out what would be done about the situation.

But here's a new angle and one that the studios may have overlooked. The real blame for the harm should be laid at the doorway of the sponsors who pay the commentators for dish-ing out dirt. Sponsors want to hear scandal and they want their listeners to hear scandal, going under the assumption that a gullible audience will lend an open ear to such talk. As far as the sponsors of 'Let's Go Hollywood' are concerned, they hon-

estly feel that there's enough constructive news in an industry worth \$100,000,000, including theatres and properties, without publishing 'intimate notes from a little black book.'

Hungry for Shows

Evansville, Ind., Nov. 5.

Editor, VARIETY: Would you care to be of assistance to a theatre program director in distress?

Desiring a return of better dramatic production to our blooming metropolis, a sizable group of our highbrow citizens formed this fall a Civic Theatre Association (incorporated, not for profit) and strenuously tried to take the United Theatre Booking Association contract away. After much dickering we found the year too far gone for us to get the contract for this year and therefore dropped the matter, but have good possibilities of securing it next year.

In the interim we feel the urge and advisability of putting on one or two dramatic productions of some type during the coming season in order to give our organization a background of experience for the next season and to keep alive the interest we have aroused. We are, therefore, trying to find out what productions of various types, such as ballets, individual performers of the type of Cornelia Otis Skinner, or what independent theatrical organizations, not lined up with United, are available, and the addresses at which we could start communication with such productions. We have heard, for instance, that Eva Le Gallienne's company is available and, of course, would be very much interested in such a connection if it is within our scope.

Sam Weil.

Crix in Stix

(Continued from page 1)

shorts, am reviews and a daily column:

Sunday—Cocktail party for Marta Abba.

Monday—Cocktail party for Anna Neagle and Herbert Wilcox in afternoon. Opening of 'Tovarich' at night.

Tuesday—Screening of 'All Baba' in afternoon. Dinner for Anna Neagle at 8:30 p.m. Swank premiere of 'Victoria' at 9 p.m.

Wednesday—Screening of 'Dead Merch' at 11:30 a.m. Lunch in screening room. Screening of 'Live, Love and Learn' at 1:30 p.m.

Thursday—Cocktail party by General Electric for Phil Spitalny in afternoon. Opening of 'All Baba' at Palace. Opening of 'Damage Lives' with array of speakers at Rialto.

Friday—Opening of two vaude houses and second-week reviews of two others. Opening of Irene Bordino at Coconut Grove, local niter.

Saturday—Screening of 'Conquest' followed by swank dinner in evening.

Sunday—Cocktail party for Joan Bennett. Opening of 'The Dead March.'

Monday—Cocktail party by Walter Wanger in afternoon. Rush call for more cocktails with Joe Vogel and Walter Vincent, who have in town at 6 p.m. Opening of 'Stage Door' at 8:30 p.m.

Tuesday—Screening of 'Stand In' at 1:30 p.m. Cocktail party by Washington Film Society at 5 p.m.

Quick Coverage

Each of the above shindigs was staged with expectation of unanimous turn-out and stories the following day. With the morning paper boys and girls it's impossible. They usually dash off a paragraph and follow up with a paragraph all the way through. Ten days taken as an example found average of break in three out of five sheets for each event and plenty feelings hurt. Joan Bennett affair was privately terminated by one critic 'the most unsatisfactory interview I ever experienced.' Fact was not with either Miss Bennett, who couldn't help being hour and half late, or with theatre staff. It was merely that the scribes were so worn out they didn't care whether they asked questions or not—and few of them did.

Real tip-off came next day with Wanger and Vogel-Vincent marathon. Cap crix doted live on stage-water, but they take it regularly in their stride if politeness demands it. Vogel's offer of 'name it, boys' drew unanimous requests for Coca-Cola and ginger ale and Loew's p.a. is still explaining.

Literati

(Continued from page 58)

slick-paper monthly is effective December '15, making the first issue under its aegis the January, 1938, number.

Upon her return from a three months' hop, skip and jump of Europe, Mrs. Safford will keep her finger in by acting in an advisory capacity.

Walt Raschick continues as editor.

CHATTER

A. J. Cronin arrives (15) in N. Y. from London.

Doubleday, Doran's press department moves in to N. Y. from Garden City, Nov. 15.

Life mag's Xmas issue will run to 300 pages. Price will remain at a dime.

Meyer Berger leaves the N.Y. Times to join the New Yorker mag next week (15) as crime reporter.

Diak English, Republic writer on the Coast, sold his yarn, 'Swing Simple', to College Humor.

N. Y. World-Telegram last week changed its type and adopted the streamlined style. First N. Y. daily to do so.

Metro has published a tome, 'Who's Who at Metro', including 'picks and biogs of studio stars and other important personnel.

Harry Bates out of his general assignment job on Philly Inquirer and understood to be lined up with Washington Herald.

Edgar Snow's book 'Red Star Over China', by the first American reporter who ever explored Northwest China, will be out in January.

Latest serial based on press-agent-marries-a-star theme has been sold to Country Gentleman by Jerome Beatty. Debuts in January issue.

Joseph J. Horan, on 'Trey staff of Knickerbocker Press appointed to Bureau of State Publicity, Conservation Department at a salary of \$2,500 a year.

Mrs. Lillian Sherman is seeking material for a forthcoming scenario in Oklahoma City. She's the former wife of Harry Sherman, Paramount producer.

Al Rogell, film director, has sold a story, 'Yesterday and Today', to the Statepost. It will be published in the next installment, first hitting late in December.

Bruno Schwartz heads up the Trans-Pacific News Service, newly formed outfit for servicing newspapers and mags with background on Oriental matters.

'Serenade', novel by James M. Cain, author of 'The Postman Always Rings Twice', is to be published Dec. 1 by Knopf with a first edition of 16,000 copies.

Spurge of promotional ads for mags in N. Y. dailies recently. Life had double page spreads, Newsweek, National, Life and Saturday Evening Post, each a page.

Second-hand mag dealer in publications of the pulp variety reports that Hobo News sells more copies to women than men. Principally one-time sales because of curiosity.

'Four Life' mag has a tie-in with WMCA, New York. Readers who send in slips from the mag are given Dr. Vitzelly's pamphlet titled 'Slips of Speech'. Mag now has N. Y. offices.

Budd Schulberg, writer for Selznick-International studios on the Coast, has sold a yarn, 'Young Love, Action and Camera', to Colliers. Writer recently had another story, 'What Makes Sammy Run?' in Liberty.

First Pittsburgh giveaway devoted to entertainment world made its appearance last week under label of 'Pittsburgh Night Life'. W. George Gresham, formerly in haberdashery, is back as business mgr. with Sid Dicker, erstwhile radio leader, as editor and advertising chief.

Ethelda Bedford, who authored 'No One Can Take My Husband Away From Me' in the current Liberty, is otherwise the wife of Harry Gray, associate editor of the Macfadden. Writer recently had another story, the story with Liberty through a remote channel to sidestep any favoritism.

Three former Rochester Journal men have been added to staff of Rochester Times-Union. Jim Glass returns from the Buffalo Times, where he was swimmer, to go on the rim. Sidney Snow also joins copy desk and Bill Lang joins reporter staff. Walt Green, former CPA in Texas, promoted from Times-Union slot to auditor's office. Ronald Jagger now in the slot.

DO AMERICA'S FLIERS APPRECIATE THE COSTLIER TOBACCOS IN CAMELS?



YOU bet they do! In aviation is one of the most loyal groups of Camel smokers in the country. For example, the famous transcontinental record holder, Col. Roscoe Turner, smokes Camels. So do test-pilot Lee Gehlbach, Capt. Frank Hawks, and TWA's chief pilot, Hal Sneed—to mention only a few. As Col. Turner puts it: "I guess you've noticed that men in aviation are great smokers. And, from what I see, most fliers share my regard for Camels. They need healthy nerves. That's one big reason why so many of us stick to Camels. A Camel sure does hit the spot when I step out of my plane, tired from a long flight."

And many millions of Americans—more people than smoke any other cigarette in the world—give a hearty o-kay to Camels!



WINIFRED CASTLE works long hours at her editorial desk—smokes a lot. She says: "I smoke as many Camels as I please and they never get on my nerves."



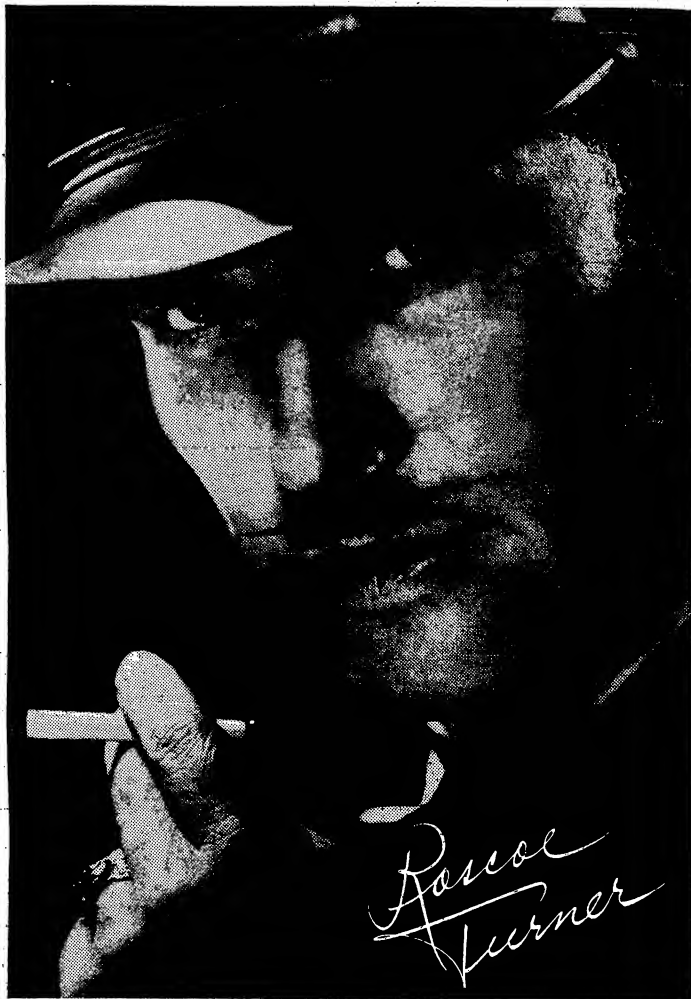
PETER KILLIAN is a news photographer. His slant: "Camels are always with me—especially at the table. Camels help my digestion to keep clicking day after day."



WARREN PIAGET, crack salesman, drives 50,000 miles—and more—a year. "Do I get tired?" he says. "Sure! And it's swell the way Camels give me a 'lift'."

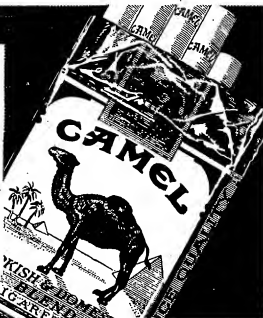


EDWARD HURLEY, architect, says: "To my way of thinking, a man doesn't really know what honest-to-goodness natural flavor means until he smokes Camels."



Camel spends MILLIONS MORE FOR COSTLIER TOBACCOS!

Camels are a matchless blend of finer—MORE EXPENSIVE TOBACCOS—Turkish and Domestic.



Copyright, 1937, R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina



ED GRAFFE, gym instructor, says: "Yes sir, Camels set me right—and that takes in a lot of angles. It means I can smoke all I please without getting jangled nerves. No matter how much I dig into a pack of Camels, they don't tire my taste."



MARIE DRISCOLL, business girl, speaks for a good many stenographers when she says: "Camels have everything I like a cigarette to have. I'm getting a lot more enjoyment out of smoking now since I've found out how appealing Camels are!"



GENE ENGLISH, radio engineer, notices what cigarette the stars of radio like: "Camels seem to be the favorite of most of the men and women who face the microphone. I've smoked Camels myself for 10 years. Camels don't make my throat feel scratchy."

NEW DOUBLE-FEATURE CAMEL CARAVAN

Two great shows—"Jack Oakie College" and Benny Goodman's "Swing School"—in one fast, fun-filled hour. On the air every Tuesday night at 9:30 pm E.S.T., 8:30 pm C.S.T., 7:30 pm M.S.T., 6:30 pm P.S.T., WABC-CBS Network.

CAMELS THE LARGEST-SELLING CIGARETTE IN AMERICA

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Vol. 128 No. 10

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72 PAGES

'COLOSSAL' TAKES A CUT

Dramatists Guild's Practical Plan To Nurture New Writing Talent

Plan for the establishment of an experimental or tryout theatre is being considered by several prominent members of the Dramatists Guild. Idea, which is still in the preliminary stage, is to demonstrate in actual performance the flaws in the young writers' scripts.

As outlined in the present vague state there is no intention of producing scripts as a showcase for producers. In fact, according to tentative plans, managers and critics will be barred. Intention is to make it a 100% playwrights' theatre, only outsiders being the actors, stagehands, etc., involved in the particular production.

Theory behind the plan is that the young playwrights' need at the present time is a chance to gain experience, rather than easier access to producers. Dramatists Guild members who have studied the situation feel that the case of the 'promising young playwrights' is exaggerated. Number of such 'promising' playwrights is negligible, they think, but the number of young playwrights who would show promise if they could gain experience by seeing (Continued on page 71)

'Charlie McCarthy' Credited for New Punch & Judy Boom

By-product of Edgar Bergen's popularity is not only renewed demand for double-talk acts, but a boom in calls for Punch and Judy shows. Marionettes are also on the upswing, but 'Punch' hasn't been as popular in years, according to reports. Performers are being booked way ahead of previous years for the holiday season.

Among the 'Punch' men in N. Y. are Renie and Calvert, Al Flosso, Frank Ducret, William Krieger, David Belmont, Ajax, Steve Henderson and Bob Elroy. That's nearly all there are left, excepting George Prentice, who recently did a turn at the Roxy, N. Y., following the closing of 'Virginia' in which he had a spot.

Scarcity of 'Punch' whistlers ought to give above list pretty good pickings this Xmas. Most of their biz is from kid shows, with an occasional club date. One act reported nine dates played last week, which is many more than the usual number.

Present comeback by Punch and Judy may bring some young blood in the business, most of these performers being of a generation which is directly descended from traveling European performers. Calvert, for example, of Renie and Calvert, is third generation to carry on the family Punch and Judy tradition. Few bother to learn this act these days, so Punch faces probable extinction unless new blood enters the biz.

Colored Opera Singers

Chicago, Nov. 16. First colored singers to appear in grand opera in this city will be William Franklin and LaJulia Rhea who will warble the leads in a special performance of 'Aida,' Dec. 19 for Chicago City Opera.

Franklin has been screen-tested and signed for shorts by Warner Bros.

3D DIMENSION PIX THE NEXT BIG THING

Third dimension in sight and sound in pictures, though the exact year of its arrival not revealed, was rated this week by a technical expert high in the industry as the next vital improvement for films. He vouchsafed that the successful commercial use of eight-sound third dimension productions would balance the budget for the motion picture industry for the next 10 years.

Third-dimension sound already has been successfully perfected but will not be marketed until conditions are more favorable. Also, backers of 3-dim sound do not wish to launch it until as good effect is produced in actually photographed film scenes.

Expert opinion points to Polaroid, a peculiar glassine material, as the object that eventually will make third-dimension films possible. There also is a definite hint that color would assist in bringing about the perfect result. Figure that color will make it easier to obtain the desired effect.

BRITISH KING AND QUEEN ATTEND VAUDE BENEFIT

London, Nov. 16. Giant benefit at the Palladium theatre Monday (15), which was attended by the King and Queen, yielded over \$30,000 to the Variety Artists Benevolent Fund. British Broadcasting Corp. contributed \$5,000 of the total by buying air rights.

Show biz in the West End and throughout the country was ruined when populace stayed home to listen to the broadcast. Theatrical managements made grave error in permitting the BBC to outbid them on the broadcast, having been done out of hundreds of thousands of dollars.

It has been decided that next year the theatres will not be caught napping and not be outbid.

'STUPENDOUS' PIX BUDGETS PRUNED

Those 'Terrific' Productions Being Pruned at All Major Studios—Only One or Two Such Big 'Uns for the Balance of This Year's Program—General Economy—The B. O. Is One Factor, the Foreign Market Another

BUDGETITIS

Hollywood, Nov. 16. 'Colossal' and 'stupendous' productions will be curtailed for balance of the current season by major companies. Biz at box office, of course, is the reason plus the fact that distribution heads don't want to be slapped any harder than they are getting in the foreign market due to nationalistic restrictions abroad, and possibilities of hostilities among these nations.

Warners is the first to officially pull in on the 'colossal' type of productions and it was as result of this decision by Harry M. Warner that Jack Warner hurried back from Europe to readjust the WB schedule and keep production budgets geared to proportions that will coincide with box office returns.

Currently, Warners has three high-bracketed pics in production. 'Hollywood Hotel,' 'Robin Hood' and 'Gold Is Where You Find It.' WB had a couple more \$1,000,000-budgeted pictures (Continued on page 2)

More Show Biz Sales Methods Borrowed By 5th Ave. Smart Shops

About eight years ago Macy's department store in N. Y. borrowed an idea from show business—after observing the summertime business at Walter Reade's Savoy, a nearby grind spot—and, at a cost of more than \$800,000, installed a cooling system. Since then many department stores have followed the air conditioning trend in order to increase the weekly take during the hot months.

Today most of the leading New York department stores and specialty shops on Broadway, Fifth and Madison Aves. and the adjacent thoroughfares, with Bonwit-Teller's leading the trend, are going in for stage lighting in their show windows in a big way.

Some years ago Bonwit-Teller's president, the former Mrs. Floyd Odium, hired Henry Dreyfus to create backgrounds and cue the lights for her Fifth Ave. window displays (Continued on page 35)

Name Acts on Grocery Chain; Calif. Market's New Version of 2-a-Day

7 Acts for \$12.50

Another step in vaude's exit was made this week with an all-time low booking of six acts and an m.c. for one show at \$12.50 in a nearby New Jersey house.

Weekly show was originally booked by an 'established' agent in the Strand theatre building for \$23, but was nabbed in the highly competitive building by a public telephone booth (literally) booker for half. Latter nets himself about \$1.50 on the deal weekly. Acts must pay 20c. carfare out of their meagre take.

RITZY TERPERS TO BALLY PEACE

Folk dancing, never a draw with the carriage trade, is going to be unloaded on the Morgans and Vanderbilts in heaps beginning Nov. 29 under hoity-toity sponsorship. Scheme calls for a dance festival to last five weeks, and includes special performances at the Center theatre and the Rainbow Room, N. Y., art exhibits, real Indian dances with war whoops, and a flock of other diversifications, among them the inevitable Big Apple.

Idea was cooked up by Louise Branch, of the Virginia Branches, and niece of James Branch Cabell. She bills her idea, in part, as a peace propaganda effort. All talent, and that includes name draws (except (Continued on page 31)

By JACK EDWARDS

Pasadena, Nov. 16. Two-a-day vaude, which passed into oblivion to these many years ago, has been revived on the Coast. Not as in the palmy days of the Keith and Orpheum circuits, but it's two-a-day, and at top salaries for recognized headline turns.

It remained for a local public market to bring back the golden days, and with the plunge made there's no telling just how far the revival may or may not go.

Gene Austin, for many years a top singing-plano single, is the first recognized vaude name to get the break, making his debut at the spot (19-20) afternoon and night for two hours each day.

For a number of years now drive-in and other public markets have emulated film theatres by using klieg lights and various types of performers at their openings, anniversaries or what have you. Almost nightly over the entire Los Angeles area huge spotlights flash their signal through the skies, heralding a (Continued on page 35)

SMILE, SUH! WHEN YOU CALL 'EM ZIEGFELD GALS

Now that Florenz Ziegfeld has been dead five years it appears that the beauts who once paraded in his shows aren't so anxious to be identified as 'Ziegfeld girls.' It makes them too old, too 'dated' by past tense glories rather than present.

This was amusingly emphasized over the radio recently when an orchestra leader intending to be complimentary introduced a girl as a Ziegfeld star. Girl, who was among collegiates at the moment, stiffened, made very wary answers and at last blurted out, 'Well, I'm not so old now, you know. I was only 15 when Ziegfeld hired me.'

THE HOUR OF CHARM MUSIC THAT LINGERS ON



PHIL SPITALNY PARK CENTRAL HOTEL, NEW YORK

Balaban West to Huddle on Par Production Costs; Other Matters

Before leaving for the Coast Saturday (13), Barney Balaban discussed the problem of production costs facing the industry, though expressing himself as highly optimistic over Paramount's product outlook and, indicating there would always be room at Par for quality producers, confirmed negotiations had been on seriously with David O. Selznick to join the company's production forces. Of course since then Metro made a deal with Selznick.

Balaban spent the weekend in Chicago and started west from there yesterday (14), accompanied by Stanton L. Griffis, chairman of the executive committee, and Russell Holman, production chieftain at the home office, who left New York Monday (15).

Party will be on the Coast two and a half weeks discussing general production matters, the question of costs which Balaban avers is virtually a daily matter for consideration and, in the natural course of things, other matters pertaining to production.

Par Production Costs

With all of Paramount concerned about the problem of production costs, something that affects not only this studio but all others generally, Balaban believes that, although it is not an easy problem to face the situation at the studio can be met. He expressed the utmost confidence in Zukor's ability to battle with the problem of costs, pointing to the fact that Zukor knows well what the situation is in this country as well as abroad following his recent trip to Europe.

The main trouble is that negative costs have pyramided generally to such a point that any drop in business materially affects the producer-distributor. Cost problem has become more acute this fall because budgets, expenditures, etc., have been predicated on the belief that grosses would show substantial increases at this time. When costs go up and business at the theatres does not go up with them, either standing still or receding, the differential becomes so great a better balance must be attempted.

Balaban states that business is not off far enough to cause grave alarm, but studios, which must budget and plan pictures in advance, must also gear themselves in accordance with rental expectations that have fallen short of their mark. With this disappointing condition developing, costs become an acute problem. It is the more acute, Balaban points out, because studio machines in Hollywood, geared up a year in advance on production schedules, cannot adjust the situation overnight. What makes it more difficult is that the year's product is sold in advance and every company wants to live up to its deals and its promises on pictures.

Goldwyn, Silverstone, Korda and Wanger West

After announcing over the weekend that financing was in tow and that general agreement had been reached on the deal to acquire United Artists 100%, Sam Goldwyn and Alexander Korda left Monday afternoon (15) for the Coast, where, it is expected, any final details leading to actual signing of papers will take place.

Goldwyn went by train, accompanied by Maurice Silverstone, Korda's g. m. abroad, while Korda preferred the air, together with Marcel Hellman, producer, who accompanied him.

Walter Wanger, UA producer, is leaving for the Coast after his "Stand-In" opened tomorrow (Thurs.) at the Music Hall, N. Y., to prepare future production plans. He has "Personal History," "A Kiss in Paris" and "The Man With 10 Models" on his production list. Wanger's contract with UA, which has nine years to go, assures him of release through this channel, Wanger financing himself.

Lou Smith Upped

Hollywood, Nov. 16. Paramount has upped Lou Smith from publicity to the production ranks as assistant to Frank Lloyd. He was in N. Y. publicity for the company before his studio chore.

'Colossal' Cut

(Continued from page 1)

tures ready to go but these will be held up until economic conditions have bettered in the world market. "Food for Scandal," the last picture to be made by Mervyn LeRoy, has had a taste of the pruning process since Jack Warner returned and this may account for LeRoy's Metro move.

With Nicholas M. Schenck here Metro will also do a little budget-pruning on top A grade pictures. Studio currently has only one expensive pic set to go, "Marie Antoinette," with Norma Shearer tentatively slated to start around Dec. 1, which, however, may not get going until after the new year. Its cost is expected to hit around \$2,000,000. Metro has "Test Pilot" going into production on Thursday (18) at an estimated cost of \$1,500,000.

Sidney R. Kent is due in for conferences on picture costs this week and 20th-Fox will likely fall in the footsteps of the others for balance of this season on high cost product.

Par's Retrenching

Paramount, also, is going in for retrenching on top pictures. Barney Balaban, prexy, and Stanton Griffis, chairman of the finance committee, are due in Thursday to again stress the importance of keeping costs down, which is the main purpose of their coming to the Coast so frequently, since Balaban assumed presidency. [Balaban's ideas on Par budgets are detailed elsewhere in this issue on page 2.]

"Spawn of the North" and "Gettysburg," both figured to cost much above the \$1,000,000 figure, have no definite starting date, though former was scheduled to go into production Dec. 1, and both probably go on the 1938-39 schedule.

Although Paramount has announced for top production "Bluebeard's Eighth Wife," "An Empire Is Born," "Beat the Band," "Madame Butterfly," "Vagabond King" and "Men With Wings," it has not set any budget or starting date for these pictures.

Other high cost Par pics will also either be held back or budgets revised, so company will have a chance to at least break even on them should they be made.

RKO has three heavy budgeted pictures slated to go shortly, "Vacuous Lady," "Radio City Revels" and "Joy of Loving."

Jules Levy, company sales head, has been here conferring with Leo Spitz on production costs, and Nate Blumberg, RKO theatre head, is here on a similar mission. Likely that "Vacuous Lady" will face the starting gun with a curtailed budget within next month and other two held to around \$800,000 each. "Revels" starts this week. Only one more pic, a small coster, is skedged to go here currently.

Universal has Deanna Durbin's pic, "Mad About Music," slated to start with the date being held up until Charles R. Rogers gets the financial okay in New York, where he is now.

U. also has another Buddy De Sylva musical to make and a John M. Stahl picture, but it is hardly likely the o.k. will be forthcoming on these until late spring, which may put them on next year's program.

Goldwyn Marking Time

Sam Goldwyn is marking time with only one pic skedged, "Spring in My Heart," with Gary Cooper and Merle Oberon, slated to start around Feb. 1, and will probably have no more to go until after the United Artists' reorganization.

Dave Selznick owes two pictures to United Artists on his current contract and these will probably not start until around March. Hal Roach, who also has one heavily budgeted feature set to start, is using the pruning shears to keep them within grossing proportion.

That production is pretty still for this time of year is evidenced by the biz that agents have been doing during the past month. All agents have squawked that the studios are not utilizing big names for pictures; that they are not buying high priced freelance directors; and that the market for standard freelance featured players is virtually dormant.

Biggest of the agencies is reported not to have made a studio deal or sale within the last three weeks.

PAR'S 'COLLEGE SWING' BUDGET AT \$1,000,000

Hollywood, Nov. 16. Paramount rolled "College Swing" with Lewis R. Gensler producing and Raoul Walsh directing yesterday (Monday).

Film features George Burns and Gracie Allen, Martha Raye, Bob Burns, Bob Hope, Betty Grable, Charles Butterworth, Ben Blue, Edward Everett Horton, Florence George, John Payne, Jackie Coogan, Nell Kelly, Raleigh Asher, Slate Bros., and the St. Brendan's Boys' Choir. Pic carries a \$1,000,000 budget.

Hollywood Films Absorbs Condor; Automatic Angels

Hollywood, Nov. 16. Production and releasing program of Condor Pictures, on which Condor defaulted, has been taken over by Hollywood Films, financed with \$400,000 capital provided by Automatic Products Co., of New York, which already had sunk around \$150,000 in the Condor setup.

Deal means that the original plan for six George O'Brien films and 20 shorts will be carried through. Announcement of the "consummation" was made by Lester Cowan on his return here from New York. Cowan is huddling with representatives of RKO relative to adding two O'Brien features scheduled but not made to the releasing quota. Cowan said he expected that a producer for Hollywood Films this week would take charge of executive operations at Selznick International studio in Culver City.

M. H. Hoffman, George Hirshman and Frank Snel are expected to be invited to a meeting of the Condor board soon. Three shorts are now being completed by Condor and Hollywood Films likely will provide funds to finish "King of the Sieras," a Hoffman feature, negative of which is now held by Consolidated Laboratories.

Miriam Hopkins Resumes Pic Work Before N.Y. Trek

Miriam Hopkins planned east Monday (15) for assumption of her stage role in "Wine of Choice," being readied for Broadway.

Actress was accompanied by her husband, Anatol Litvak.

Hollywood, Nov. 16. Camera work on final scenes in Radio's "Women Have a Way," interrupted 11 days because of a flu attack suffered by Miriam Hopkins, was resumed last and the picture completed.

RKO Execs West

Hollywood, Nov. 16. Nate Blumberg, RKO theatre chief, and Phil Reisman, foreign boss, pulled in today (Tuesday) for studio confabs with Leo Spitz.

Jules Levy, sales manager, is also on hand for the product shuffle.

Lusty Aided to Spitz

Hollywood, Nov. 16. Leo Spitz, prexy of RKO-Radio, who took over the production spot vacated by Samuel J. Briskin, announced last week that he will retain Lou Lusty as executive assistant. Lusty occupied the same post under Briskin.

With other agents letting out similar squawks.

General feeling around the studios is none too optimistic about the heavy-budgeted productions. Some execs figure within next three months virtually none of the colossal will go into production anywhere and when they do studios will budget them most carefully so there is no squawk from the home office, which has to merchandise the product.

With all this curtailing actively going on in the 'A' grade pic, the studios will also sort of shelve here and there on the smaller output to further balance the general budget.

Anti-Foreign Talent Embargo Up Again; Some in H'wood Favor It

ARLISS' AMERICAN HOLIDAY Deal Meanwhile

Rufus LeMaire left Monday night for the Coast after putting a deal into the works which may involve the Rockefeller's OK for a George Arliss starrer. LeMaire, U. S. rep for Arliss, came east to meet the British star.

Latter ties to the Coast this week to spend the holidays in southern California. Is vacationing principally for six or eight weeks in America to escape the inclement weather in London. Among other reasons for Arliss' trip to the U. S. was to visit his ailing friend, Winthrop Ames, who had written him, but the veteran theatrical producer died a day after Arliss embarked from England.

LeMaire's own picture plans, now that he settled his Universal contract, include divers possibilities.

N. Y. to L. A.

George Arliss.
Barney Balaban.
Russell Birdwell.
A. J. Cronin.
Dave Blum.
George Cukor.
Mrs. Hallie Flanagan.
Sam Goldwyn.
Stanton Griffis.
Otto Harbach.
Marcel Hellman.
Miriam Holman.
Mrs. Emily Holt.
S. R. Kent.
Alexander Korda.
Rufus LeMaire.
James L. Saphier.
David O. Selznick.
Maurice Silverstone.
Walter Wanger.
Loretta Young.

L. A. to N. Y.

Muriel Babcock.
W. E. Calloway.
Hallam Cooley.
Douglas Coultter.
Ken Dolan.
William Fadiman.
Raoul Gurruchaga.
Pete Harrison.
Harry Herschfeld.
Miriam Hopkins.
Rochelle Hudson.
J. D. Kendis.
Frances Langford.
Robert Lees.
Anastole Litvak.
Dr. Herbert Meyer.
Ernest Pagano.
John V. Reber.
Fred Rinaldo.
Randolph Scott.
Maj. Albert Warner.
L. Ward Wheelock.

SAILINGS

Nov. 24 (New York to London), Mr. and Mrs. Richard Rodgers (Normandie).
Nov. 20 (San Francisco to Shanghai), Leon Britton (President Hoover).
Nov. 19 (London to New York), Mr. and Mrs. Lou Wolfson (Manhattan).
Nov. 17 (Paris to New York), Marlene Dietrich (Normandie).
Nov. 17 (New York to London), George Hale, H. G. Wells, Walter O'Keefe (Queen Mary).
Nov. 13 (New York to London), Lorenz Hart (Rex).
Nov. 13 (Los Angeles to New York), Shirley Ross (Santa Paula).
Nov. 13 (Los Angeles to Honolulu), Albert Galston, Johnny Weismuller (Lurline).

Hollywood, Nov. 16.

Hope that W. R. Hearst's plug for some law to curb influx of foreign talent, which is sure to get an airing in special session of Congress, will help, is expressed everywhere in Hollywood, especially among the layoffs. Congressman Costello of Hollywood put himself on record as favoring any law which would make it just as hard for foreign talent to move into Hollywood as American talent finds it to move in abroad.

Few who favor going the other way and making foreign governments ease their restrictions so that talent could move in and out of countries as easily as books do have been talked down by layoffs who argue that they don't want to work abroad, they want to work in Hollywood.

Producers are ducking the whole issue, saying privately that foreign talent not only saves things for their pix abroad but frequently helps b.o. in this country. More, they have had enough trouble from those presumably working for them in the last year without being asked to carry the torch for local talent.

Actors are reminded that any time they ask the Government to step in and help they are subsequently asking for interference. This argument leaves the layoffs still playing the debate deadpan.

Opinion outside the industry favors protecting the local talent, but they say that Hearst has been wrong so often of late that his support of the idea may dump the whole apple cart.

Kent to the Coast, Both Schencks Already There

S. R. Kent leaves later this week for Hollywood to confer on the British production situation and other 20th-Fox matters. His trip west will be the first in some time, Kent having been away from the home office for his health. During the past two weeks he has been coming into 20th headquarters a few hours daily, mostly mornings. He was to have gone Monday (15) but is deferring departure a few days.

Joe Schenck, in New York two weeks, left for return trip to Coast Wednesday (16), accompanied by his brother, Nick, head of Loew's.

Question of whether 20th shall increase production in England, with sale in this country as well as British territory of any product over and above the three promised this season, is dependent on what the new quota will be in England, as with other producers. This year 20th went out to sell only three British-made to its American customers.

Acquisition of Gaumont-British is still a question, as it has been for a long time due to complications, with result that if some stiff quota is set up abroad, 20th may have to meet that in its own way, through Bob Kane or otherwise, rather than through GB.

Hollywood, Nov. 16.

Joseph M. and Nicholas Schenck arrived in Hollywood together Saturday. Latter went immediately into huddles with Louis B. Mayer relative to the new Mayer contract. Joe Schenck returned to his desk at 20th-Fox.

ARRIVALS

Marcelle Denya, Alma Clayburgh, Max Schmeling, Rose Hampton, Katherine Brush, Mary Garden, Mr. and Mrs. Karl Bickel, Mrs. Lawrence Tibbett, Mrs. Walf Gieseking, Mr. and Mrs. Burton Holmes, Sydney Chaplin, Clark H. Getts, Mrs. Osa Johnson, Eide Norena, Dvora Lapson, June Marsden, A. J. Cronin, Irene Jessner.

Other News of Pix Interest

Louella Parsons' salary demands.....	Page 38
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George Jessel tells off air gossipers.....	Page 39
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New 4A's setup.....	Page 61

M-G-M'S STRONG MANPOWER

Looks Likely That Gov't Idea To Aid Recovery Will Ease Laws On Big Film Cos., but 10% Tax Stays

Washington, Nov. 16. Lightening of tax burden on big corporate units in the film business looks likely but advance indications are that Congress is not very sympathetic toward any fundamental changes in the box office levy.

As a House Ways and Means subcommittee began deliberations, there were plentiful signs last week that the undistributed profits tax, confiscatory rap, on company reserves, and the capital gains bite will be softened and some minor alterations may be made in the hedgepodge of nuisance taxes. The Roosevelt Administration reportedly does not see any serious need to modify either of the corporate taxes and is planning on continuation of all the miscellaneous imposts.

In response to mounting pressure from business and industry generally, the House group, which must originate all revenue legislation, showed slight interest in the 10% gyp on theatre patrons. Committee men said there is little demand for any material change in the nuisance schedules except from certain factions, hinting that it is improbable the more productive levies, of which the admissions tax is outstanding, will be lightened.

Then nuisance taxes are under consideration, along with other levies on business, but there are more prospects that some will be increased than that they will be repealed or scaled down. Here and there, where the excise brings in only a relatively small amount of revenue, the committee may see fit to recommend abolition.

Likelihood of any erasure for the box office tap is practically ruined by President Roosevelt's insistence that whenever Congress cuts Government receipts in one place it must make up the necessary amount in another. Since most legislators consider the admissions tax a relatively painless bite, and since the income from this source has risen progressively the past four years, there is no notable sentiment in favor of giving either exhibitors or customers a break.

Repeat of the capital gains and undistributed profits taxes is unlikely, but there are good prospects that the crushing rates will be sliced. More and more lawmakers are becoming impressed with arguments that these excises are a barrier on the road to economic recovery, place a handicap upon management, discourage expansion, and involve unsound fiscal theories.

GOLDWYN CUTS STAFF; AWAITS NEW SEASON

Hollywood, Nov. 16. Staff organization of Samuel Goldwyn was sliced to a skeleton this week and will remain so until after the first of the year when production is expected to pick up again with the starting of 'Spring in My Heart.'

Goldwyn representative is en route to London now with the script to submit it to Merle Oberon for her okay. Gary Cooper will play the male lead.

Flying Birdwell

Russell Birdwell, returning today by plane to the Coast, makes his 21st aerial cross-country flight and the sixth this year. Will precede David O. Selznick's 'Cukor' et al. back to Hollywood. Birdwell stays west only two days or so and thence back to Chicago, again by plane, to debut 'Nothing Sacred' there, and later in New York at the Music Hall.

Selznick organization feted Cukor last night with one of those '21' cocktail parties.

SELZNICK, LE ROY UNIT PRODUCERS

Each with Separate Setups — Selznick's Deal Follows Flow of Reports Anent Other Companies

S-I TO STICK

David O. Selznick is set at Metro. He will have his own independent unit, to make six to eight pictures a year.

Selznick's Metro shift has no bearing on Mervyn LeRoy's alignment with Metro last week. LeRoy, like Sam Katz, Eddie Mannix, Louis B. Mayer, and other M-G producers, will in turn produce a group of pictures.

At Metro, Selznick-International can retain its identity yet have call upon all the playing and technical talent on the M-G roster. His deal is for two years, with options.

Louis B. Mayer, Selznick's father-in-law, was known to have been eager to obtain Selznick's services for M-G, so much so it is given that Mayer withheld renewing his own pact with Metro until certain of what future association Selznick would make.

In discussions on a possible Paramount deal, there was talk that Jack Whitney and Selznick would become officers of Par. There was a merger proposition also. Later, this was altered. The talks between Par and Selznick started months ago.

Selznick was at Metro some time ago as a unit producer before starting Selznick-International with Whitney.

LeRoy's Metro Deal

Hollywood, Nov. 16. Mervyn LeRoy moves over from Warners to Metro Feb. 15 on a straight three-year executive producer deal, with his own unit and responsible only to Louis B. Mayer. Contract was signed last Wednesday (10) after two days of preliminary conferences between Mayer and LeRoy.

Announcement of the agreement the following day took Hollywood completely by surprise as LeRoy had been expected to sign a new ticket at Warners.

LeRoy talked the whole thing over with Harry M. Warner, his father-in-law, before signing with Metro and was advised by Warner to go wherever he would be happiest. Details still remain to be worked out as to the personnel to be taken by LeRoy to Metro when the switchover becomes effective. He has a number of people under personal contract to himself. These include Fernand Gravel, Lana Turner, Kenny Baker, Vicki Lester, Allan Joslyn and Adolph Deutsch, the latter a composer.

LeRoy rolled his next Warner feature, 'Food for Scandal,' yesterday (Continued on page 29)

Goldwyn-Korda Takeover of UA Set; Silverstone May Become New President; Final Signing in England

Formal Announcement

The formal announcement of the Alexander Korda-Samuel Goldwyn accord follows:

'The discussions between Samuel Goldwyn, Alexander Korda and E. H. Lever on the purchase of shares held in United Artists by Mary Pickford, Charles Chaplin and Douglas Fairbanks have been concluded.

'All parties are in agreement on the conditions by which financing will be made available to Mr. Goldwyn and Mr. Korda to exercise their option.

'The purchasing members have decided definitely on the future policy of the corporation after the option has been taken up, as well as on the future administration details.

'Final action on the exercising of the option is being deferred until the legal advisers of the various interested parties, both in the United States and England, have examined the proposed details.'

Ernest Lever, secretary of Prudential Assurance Co. of London, sails today (17) for England, bearing a pact with conditions under which British bankers might make available \$4,500,000 to Alexander Korda and Samuel Goldwyn to exercise their options for purchase of control of United Artists from Charles Chaplin, Mary Pickford and Douglas Fairbanks.

Prior to Lever's departure for London, Korda and Goldwyn reached an accord on the future policy and administration of United Artists. The agreement must be finalized in London.

Whatever changes contemplated in the administrative setup in consequence of a possible change in the control of U. A., have not been divulged.

Maurice Silverstone, U. A.'s head in London and Continental Europe, according to general sentiment, may succeed Dr. A. H. Giannini as executive head of the firm, in the event that Dr. Giannini should retire. Silverstone is on his way to Hollywood, with Goldwyn. Korda preceded both by plane to Hollywood on Monday (15), the others departing the same day by train.

Additional to conferring with Dr. A. H. Giannini regarding the company situation, Korda and Silverstone probably will join into U. A.'s future production possibilities.

British Coin

It is expected that the required \$4,500,000, with which Alexander Korda and Samuel Goldwyn would exercise their options will be provided by a syndicate of British financial institutions.

This amount, apparently, is to be lent to United Artists Ltd., 100% owned British subsidiary of the parent United Artists firm, in America. Also, the combined assets of the two firms, according to current (Continued on page 17)

INSIDE ON JR. LAEMMLE'S M-G BOW-OUT

Carl Laemmle, Jr.'s fadeout at Metro is reported to have been due to the efforts of one studio exec to stymie the new producer's attempts toward readying material for his first M-G production. Laemmle was on the lot for five months and during that time submitted various story proposals which this exec turned down. He was working on an original story that probably will be made by Hunt Stromberg after treatment is completed.

Laemmle, it is understood, will align himself with another studio or may produce on his own with a major release.

Hollywood, Nov. 16.

Metro has decided to indefinitely shelve 'The Hunchback of Notre Dame,' which Carl Laemmle, Jr., was to have produced, on account of the similarity of the background and period to 'Marie Antoinette,' Norma Shearer starrer which is to be made at once.

Metro is understood to have paid \$125,000 to U for rights to 'Hunchback.'

SPITZ ON B'S AT RKO; BERMAN'S 'A' FILMS

Hollywood, Nov. 16.

Agreement arrived at in conferences between Leo Spitz, RKO-Radio proxy, and Pandro S. Berman leaves latter in charge of the studio's A product with Spitz looking after the remainder of the output, at least until an executive producer can be found to assume those responsibilities.

Arrangement was ratified following Berman's return from a vacation in the north woods. Under his wing will remain the Fred Astaire, Ginger Rogers and Katharine Hepburn pictures, with other A films to be handled by other producers. Spitz continues to occupy the top executive chair.

Report around town was that Radio attempted to persuade Bryan Foy to leave Warners but Foy was unable to entertain any proposal owing to his long term tieup at Burbank.

MYRON SELZNICK SETS UP OWN N. Y. OFFICE

Myron Selznick is staying east another couple of weeks despite Dave Selznick, et al, returning to the Coast today (Wednesday). Agent Selznick is setting up his own New York office.

Heretofore, Leland Hayward was N. Y. rep but that alliance has since been split.

Rogers on N. Y. Scan

Hollywood, Nov. 16.

Charles R. Rogers leaves for New York tomorrow (Wednesday) to scout the Broadway shows for new faces, besides searching out story material.

He will also huddle with U reps in New York on the exploitation of 'You're a Sweetheart,' the Alice Faye feature sketched for release around Christmas.

Chaplin's \$2,000,000 Cash Payoff; Fairbanks, Pickford in Cash, Stock

Only Charles Chaplin gets all cash in that transaction by which it is proposed to shift control of United Artists to Alexander Korda and Samuel Goldwyn. Chaplin will get the full \$2,000,000 coming to him, in cash.

Douglas Fairbanks, Sr., and Mary Pickford will receive part cash and part stock.

There will be three classes of shares in the newly proposed capital setup of U. A.—first preferred, second preferred, and common stock.

The first preferred, amounting to \$1,500,000, will be divided in two

equal parts between Fairbanks and Miss Pickford. Each gets \$750,000 of the total.

This first preferred stock must be covered before interest on the second preferred, or dividends on the common can be paid.

Additionally, of course, Fairbanks and Mary Pickford, each, obtain \$1,250,000 cash.

The second preferred-stock amounting to \$4,000,000 goes in equal parts to Alexander Korda and Samuel Goldwyn. Each gets \$2,000,000 of this issue. Korda and Goldwyn will divvy the common stock equally.

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FILM BUSINESS NOW SETS POST-XMAS AS THE CALENDAR DATE FOR B. O. RISE

October and November Very Tepid—Indicates Sensitive Ratio to the General Economic Status of the Country—Market, Unemployment, Etc.

Expected upturn in business for the film industry in October and November apparently has been delayed until the close of 1937. There has been no general improvement at the film theatre box office since Oct. 1, check this week revealed. Instead, it has leveled off during the past month and thus far in November. Now trade experts believe that the best upturn will come in the week between Christmas and New Year's day, or early in January.

While average b.o. business has been running at an even keel since early in October, it is disappointing to those who anticipated a steady fall uplift this year. Actually, this upturn was on the way, with big trade from the middle of August to around Oct. 1, due largely to school settlements, fine weather and splendiferous product. After that it evened off, with no improvement noted.

Whether or not it all can be traced to the severe slump in the stock market, which got under way the first week in September, or not, certainly this decline discounted the current hefty slump in all principal industries. Dip in stock values was so drastic that industries began trimming almost immediately.

This has been reflected by an increase in unemployment. Such dip in employed ranks in turn has shown up at the picture house: box office. Veteran showmen claim that currently the industry is so sensitive to the employment indices that any considerable drop brings a resultant slump in theatre take.

Nothing heavy is contended on the period between Thanksgiving and Dec. 25, with the ensuing week after Christmas the first chance for the b.o. to step forward in its best style.

Col.'s Olive Branch To Frank Capra; See An Early Patch-Up

Hollywood, Nov. 16.

Prospects for peace between Harry Cohn, Columbia headman, and Frank Capra, studio's directorial ace, seemed brighter this week following a couple of telephone get-togethers by the warring duo.

Cohn said to Capra, after inquiring why he had taken a stroll: "Look here, Frank, I'm not responsible for what other people around here do or say. You've always got a square shake from me, and you can get it again."

Result of the informal confab was to restore optimism on the lot as to Capra's return.

WALLY BEERY'S INJURY SLOWS 'FANNY' AT MG

Hollywood, Nov. 16.

Starting date on 'Fanny' at Metro has been set back to Dec. 10 in order to allow Wallace Beery time to recover from the leg wound he suffered through the accidental discharge of a pistol during the filming of 'Bad Man of Brimstone'. James Whale directs 'Fanny.'

Epidemic of Colds Halts Roach's 'Merrily We Live'

Hollywood, Nov. 16.

Work was resumed at Hal Roach yesterday on 'Merrily We Live' after production was forced to suspend because of an epidemic of colds and other ills among the players. Constance Bennett, femme lead, was in bed all week with a cold and threatened flu.

Others who were indisposed included Brian Aherne, director Norman McLeod, cameraman Norbert Brodine, assistant director Nate Watt, and Tom Evans. Roach was covered by insurance.

Shuberts Lose \$10,000

Theft Suit Against WB
Alleged theft suit brought by Select Theatres Corp., Shubert concern, against Warner Bros., was tossed out Friday (12) by N. Y. Federal Judge John C. Knox for insufficient grounds. Plaintiff was allowed 15 days to amend complaint. Select claimed WB picture, 'Ready, Willing and Able' was lifted from its play, 'The Audition.' Wanted \$10,000 damages.

Albert Bein, young playwright whose suit against Warner Bros. Pictures Corp., was dismissed in N. Y. federal court last summer, after a jury trial, was given permission Friday (12) by Judge Henry W. Goddard to file an appeal with the circuit court.

Bein sought an injunction and profits on the picture, 'Mayor of Hell,' claiming it was taken from his play, 'Junior Republic.'

'Firebird' Gets Serious Discussion at Universal

Hollywood, Nov. 16.

Film production of Stravinsky's ballet, 'The Firebird,' is being planned at Universal with preliminary discussions already having taken place between Charles R. Rogers and Henry Koster, who has been assigned to direct.

Idea now is to have the temp feature follow 'The Rage of Paris,' Koster's next, which stars Danielle Darrieux.

Marion Davies, Hearst Washing Up at Warners; She May Do Play

Hollywood, Nov. 16.

Sources close to Marion Davies and W. R. Hearst have let it be known that Miss Davies has washed up her picture career at Warners and that she goes off the payroll at the end of the year. Player has been drawing \$10,000 a week against profits, etc.

Studio has no pictures ready or being prepared for Miss Davies but she is understood to be angling for the top role in the Chicago stage production of the Broadway hit, 'Susan and God,' and has written requesting John Golden, producer of the Rachel Crothers play, to send her a copy of the script.

Indications are strong that with the windup of the Warner deal the star will make no more pictures anywhere, which comes as no surprise to Hollywood. Report to that effect having been persistent for some months, beginning with the release of her last Warner film, 'Ever Since Eve,' last May.

Cosmo Future at Stake
Number of huddles have been held between Warner tops and Ed Hatrick, who looks after Miss Davies' Cosmopolitan film interests, the latest of Hearst. Future of Cosmopolitan also is at stake as well as the disposition of the Davies contract. It has been understood that no material is available for Miss Davies on the current studio schedule and none will be announced for the new program, this despite rumors that she might be handed the femme lead in 'Boy Meets Girl' or undertake a remake of 'Little Old New York,' one of her earlier successes. It was understood, too, that she desired to play the top femme role in 'Tovarich,' but this went to Claudette Colbert.

In 1935, the year she came to Warners from Metro, Miss Davies made 'Pete Mixx Glory,' the following year 'Hearts Divided' and 'Cain and Abel,' and this year 'Ever Since Eve.' None of these pictures turned out to be a boxoffice wow and in certain instances theatres playing

MUN'S FINALE WIN OF SAG'S MO. AWARD

Hollywood, Nov. 16.

The last monthly Screen Actors' Guild award to be made for outstanding performances goes to Paul Muni for his work in 'Life of Emile Zola.' Mischa Auer's role in '100 Men and a Girl' won him the palm for best supporting job.

Awards are being discontinued to allow for taking over of the Academy's function of making the annual gifts of 'Oscars.'

METRO SEES B. O.

IN SERIALS; MAY DO 'EM

Hollywood, Nov. 16.

Metro is giving serious thought to serials, long the shoestring producers' delight and shunned by majors as beneath their dignity. Execs believe there's an audience for chapter plays of the better type, judging from public reception of continued yarns in mags and on radio.

Idea, in rough form, would be to make picture in 10 or 12 reels and chop off episodes at suspenseful points. Biggest headache will be to keep reel from getting too corny and still give it that cliffhanger touch. Universal has clipped the figure on 'Flash Gordon' to a serial top of \$200,000.

The previous release proved a money-maker and prompted the decision to pour some more coin into the chapter play.

WB TO ROADSHOW ITS 'HOLLYWOOD HOTEL'

Hollywood, Nov. 16.

Warners' 'Hollywood Hotel' will go out as a roadshow if Grad Sears shares the enthusiasm of the studio execs after he views the film.

All the Warner freres, Harry, Jack Albert, have looked at rough cuts of the pic and are impressed with its possibilities as a two-a-day.

Dick Powell Wows 'Em at Cleve. Auto Show; Blondell, Too

Cleveland, Nov. 16.

Dick Powell, guest at Cleveland auto show, went over all previous year's attendance marks for opening day (13) when he pulled 22,140 rubberneckers into Civic Auditorium, half cut off but rested upon \$40c per head, highest admish charge ever tried here.

Hall had to turn away crowds when town heard that Powell's wife, Joan Blondell, had come along to give him a surprise present on his birthday (14). Actress' brief trip was okayed by Warner Bros. studio, because of script delay on her next film, 'Men Are Such Fools,' but she will probably fly back to Coast this midweek. Autograph hounds bothered couple so much Saturday that safety-director assigned four cops as bodyguards.

Powell in here for nine days at \$1,500, doing two shows daily and three weekends. Appears in style show and 'Brides of Nations' pageant made up of foreign group beauty winners.

Local girl to sing with him is Margaret Martin, who won engagement, \$100 and screen test in state contest via WHK-WCLE. Runner-up, also getting pix test, is Gloria Gaylor, formerly of Gaylord Trio. Louis Rich, music director of twin-station, batoning entire show with Mrs. Victor Phillips, socialite, as assistant stage director under Edward Beck.

Instead of simon-pure talent for auto show's basement nillery, Herb Buckman this year worked up bigger revue composed of Hank the Mule, Sondra, Joe Wallace as m.c., Jeanne Fadden, second winner in 'Miss America' tourney, and Merle Jacobs' ork.

Polly Rowles, Off U Contract; Tries B'way

Pittsburgh, Nov. 16.

Polly Rowles, plucked for film by U scout upon her graduation from Carnegie Tech drama school here year ago last June, is washed up with Hollywood for time being, and she's going to try to get in the right way via Broadway. Gal's spending a few weeks with her socialite parents locally and then heads for New York to scout around for a stage role.

She made two pictures for U, a bit in 'Vogues,' on a loan-out to Wanger, and fourth recently, Rep's 'Springtime in the Rockies,' as a freelance. Option wasn't picked up by lot that 'discovered' her couple of months ago, and she decided against sticking around on Coast in favor of fling at Broadway.

Kelly Hitches at Par

Hollywood, Nov. 16.

Mark Kelly has moved into the Paramount writing staff to script 'Gamblers' Maxim'. Gladys Unger is scripting 'The 13th Bed in the Ballroom'; Walter C. Roberts goes on 'Spawn of the North'; Brian Marlow to 'Bulldog Drummond Interferes'; Bobby Vernon to 'The Arkansas Travelers'; and Virginia Van Upp to 'You and Me.'

Scripters who have completed their chores and left the lot include Kurt Siodmak, Jack McDermott and James Ashmore Creelman.

Thomas Leads Up

Hollywood, Nov. 16.

Bill Thomas, who recently went over from Columbia publicity to be Harold Hurley's production assistant at Paramount, has taken on additional chores, toiling with Maxwell Shante on the script of 'Highway Racketeer.'

Shane came to Paramount on a loanout deal from RKO to work out an original yarn dealing with the cross-country trucking biz.

A BROADWAYITE BACK AT HOME

By JACK OSTERMAN

Irving Lazar, our personal representative, at this writing is Hollywood-bound carrying with him a script we wrote (through the courtesy of a VARIETY typewriter) in collaboration with Al Scheffel and Lucille Watson. The story, tentatively titled, 'The Freedom of the Press,' was written with the Marx Bros. in mind and we have already taken up their option as we want them. So far we don't know yet whether they want us or the story, but after all the train hasn't even reached Kansas City yet.

We wrote three versions—the way we want it, the way they would want it and the way it probably would end up on the screen.

Broadway is rapidly developing with two more Chinese restaurants opening in the next week—but mark our words, in four or five years American food is bound to make a comeback.

The Gaiety Theatre is celebrating the fourth consecutive week of the same policy... quite a record for this house.

We saw the 'Hurricane' opening... we put on our overcoat and rubbers during the storm sequences... we take no chances. We particularly enjoyed the scene showing four of the principal characters floating down the wild river reclining peacefully on a tree... which proves conclusively only Goldwyn can make a tree.

Dinners at Eight

We were invited to a triple-play dinner given at the Astor Saturday night... it was a testimonial to Sophie Tucker and Mrs. Ted Lewis' birthday, the proceeds (estimated at \$11,000) going to the Hebrew Day Nursery. The roof was packed and it was a swell affair, a grand tribute to a grand gal, Sophie, who explained there was no time for play in Hollywood as you must arise at 6, be on the set at 7, etc. Of course we have seen some people in pictures lately who would have been better off if someone had stolen their alarm clocks, but that's beside the point.

The 'last of the red hot mamas' still looks better than most of the first of them, and she coyly remarked, 'Though I've played with Gable and Taylor, I still stick to Lackey.' Whereupon Jay C. Flippen, who was in rare form as toastmaster, shouted, 'Sophie, you mean you've played with Gable and Taylor but you're stuck with Lackey.'

Rufus LeMaire was seated right below the dais and with Tucker, Lewis and Lemaire together it looked like a conference for another 'LeMaire's Affairs.' By the way, whatever happened to Lester Allen? Ada Lewis did a masterful job handling the affair and Jimmy Walker, still proved he was tops when called upon to make a speech. Speaking of LeMaire he confided that he offered a very big New York firm his services for five years with his solemn promise he would tear up the contract the second year!

Thoughts While Thinking
Oddly enough, 'The Ghost of Yankee Doodle' opens right across the street from George M. Cohan... Who can it be, Dave Mallen? (Note to Ed: Ever since we can remember Dave has been imitating Cohan, and considered the best... there's no use all of us worrying.)

Eddie Davis all bundled up rushing down B'way... said he was going to have a blood test made for Rhett Butler.

Caught the musical magician, Joe Rines' NBC broadcast... clever boy... the brass section uses rabbits instead of mutes. Knowing Fannie Brice as well as we do we would give anything to hear the opening speech she has prepared for Little Billy! Here's her little tip to our friend Sam Harris, although he's been doing okay without any of them... the White House may do without Roosevelt but we doubt if 'D' Rather Be Right' can do without Cohan.

ALICE WHITE'S PHONER

Hollywood, Nov. 16.

Alice White and Judith Allen draw the lead roles in Monogram's 'Telephone Operator,' rolling today (Wed.). Scott Pembroke directing. Scott Dan scripted from John Kraft's original.

PAR'S IDEA TO CUT 10% TAX

Films and Coffee

By JOHN C. FLINN

Under commercial sponsorship (General Foods) the Metro-Goldwyn-Mayer motion picture producing studio at Culver City, Calif., Nov. 5 went on the air in the first of a series of national broadcasts, purpose of which is to advertise Maxwell House Coffee. Several of the studio's first ranking stars and supporting players participated in the program which, through advance ballyhoo, probably was dialed by some millions of receiving sets. Program was for one hour (9 p.m., EST). It is the announced purpose of M-G to exploit film personalities and story material via the other program.

What most interested showmen who listened in were two short addresses by Louis B. Mayer, production head of Metro, and Colby Chester, an officer of the food concern.

Mr. Mayer said, "We embark on a new adventure, the complete merging of radio and motion pictures, an adventure conceived to bring you what we surely hope will be radio entertainment of a very unusual character and of a very high standard."

Mr. Chester said, "Next Thursday night and every Thursday night thereafter I will sit at home with my family and listen to these wonderful artists."

What Mr. Chester did not say, but what must have been on his mind, was that he hoped everyone else in America who owns a receiving set will take the hint and be in their homes next Thursday and all other Thursdays and listen to the Metro-Maxwell House broadcast.

What no one said during the hour's broadcast was that, "We hope you like the program so much that you will hurry to the nearest radio dealer and see the stars whom you have just heard in their pictures." No one said that because no one believes it to be true. The better the Metro-Goldwyn-Maxwell House Coffee radio program becomes week after week, the tougher it is going to be for listeners to leave their firesides and go to the films. Make no mistake about one thing: MG possesses almost unlimited resources in talent and showmanship to make the program the top commercial of the season.

Of course there are seven nights a week and only one Thursday. But Warners' studio also is set for a commercial broadcast of its film personalities, and there is no reason why all the other major companies shouldn't follow suit. It could be arranged so that each would have a night on the air and, since there are eight companies and only seven nights, one of them could have Sunday afternoon, say at 3 p.m., EST, which would be the best hour to run the matinees at theatres.

Out of all the jumbled thinking, so-called, which has attended the film-radio discussion in the past six months, only one point of view seems universally agreed. That is, that the public, while sitting at home listening to film stars and film material over the radio, cannot at the same time be sitting in theatres seeing and hearing the real thing.

Mr. Chester said he intends to stay at home every Thursday night with his family and listen to the MGM stars. While the broadcasts cost General Foods a lot of money (MG gets \$25,000 each week) Mr. Chester and his family get them free gratis over the living room receiving set.

And there are millions of Mr. Chesters.

There seem to be two schools of thought among those who justify the experiment of broadcasting free film entertainment over the air. First, they believe radio, because of its wide circulation, will create popularity for film personalities and enhance their value to exhibitors. This is on the theory that what a person hears gratis they will be willing to pay money to see. Second, that airing of musical numbers from films excites anticipatory interest in the subsequent picture release. Both statements are on the premise that broadcasting by film stars of film material is sure to help the picture theatres' box offices.

Nothing could be further from the facts. Coast to coast airings of numbers from filmicals have lessened the earning period of films. The machinery of picture distribution, which is founded on protection of runs between theatres, based on admission prices, is geared too slowly to cope with the speed of radio exploitation. Increasing number of release prints to liquidate playdates faster is no solution and disrupts the values of clearance. Film rentals are based on maintaining admission prices at their highest levels as long as possible. Since radio started airing filmicals the attractions when playing last runs in theatres have lost public appeal. With few exceptions the tunes are antiquated at the end of three months from release dates.

Film business is under the delusion that it is getting something for nothing from radio broadcasting. Truth is that the merging of the two arts in time will destroy the boxoffice. What is given away in millions of homes weekly cannot be sold for an admission price.

Heretofore all these issues which are vital to the future of the film business have been confined to the realm of discussion, MG's radio capitulation, which will be followed by other studios, will quickly remove the arguments from the theoretical field into practical experience.

It is to be hoped that the fears of showmen who interpret the trend as destructive to theatre receipts are unfounded.

PAUL KOHNER AND COL. SETTLE PACT AMICABLY

Hollywood, Nov. 16.

Paul Kohner has settled his producer contract with Columbia after being on the lot six months without making a picture.

He was to have made a Gloria Swanson feature but studio was never able to get together with the star on a suitable story. Understood he will take a vacation in Mexico before seeking a new affiliation.

For Whomever It Fits

Hollywood, Nov. 16.

Rebecca West, British scribe, is battling out a yarn for Paramount intended for either Carole Lombard or Claudette Colbert, the subject matter of which is not known to studio officials.

Author was given carte blanche on a contingency basis by Adolph Zukor in a chinkfest with him in London recently. Deal later was ratified through William LeBaron and Ad Schulberg.

Lloyd's 'Prof' Reading

Hollywood, Nov. 16.

Harold Lloyd expects to get started on his new film, "Professor Beware," on location at Kernville around Nov. 29, with the first three weeks of the schedule to be devoted to outdoor footage there.

Bex Bailey has taken over the casting assignment for the film, which is to be made indoors at General Service Studio.

Robinson's 80G Per Pic

Hollywood, Nov. 16.

Now freelancing since the washup of his Warner contract, Edward G. Robinson has set his price at \$80,000 per picture.

FREDDIE AND RONNIE

Hollywood, Nov. 16.

Metro has decided to cast Freddie Bartholomew and Ronald Sinclair, Australian moppet, in the same picture, "Brothers," authored by Florence Ryerson and Edgar Allan Woolf. Sinclair took over the role intended for Bartholomew in "Thoroughbreds Don't Cry."

CLAIMS WOULD UP U. S. REVENUE

Balaban and Par Tax Experts Are Petitioning Washington — Would Prove That Dropping the 10% Rap Would Increase Profits and Thus Benefit the Gov't Even More

NO 41c 'CEILING'

Based on a very exhaustive study of the admissions situation in which an exchange of information between the home office and its far-flung theatre operating forces played an important part, Paramount has prepared statistics to support its theory that the Government would reap greater returns from the picture industry if the present tax on tickets is eliminated.

The figures substantiating this contention of the company, its president, Barney Balaban, theatre operators in the Par fold, tax experts and others, have been forwarded to Washington for any official consideration or action the Federal Government, its agencies or Congress, might deem is warranted. Par seeks to prove to the Government that if the tax on admissions were repealed, removing problems in connection with raising present prices, both the distributing companies and the theatres will be able to show higher profits. These, in turn, will be reflected in proportionately higher returns to the Government through corporate taxes, income taxes, surtax on undistributed profits and other levies. The theory of Paramount is that the increases in these taxes will more than offset what may be lost in the elimination of the tax on tickets. As it happens, the latter is paid by the public, which makes Par's plan a somewhat magnanimous gesture in a way.

However, as Balaban and his company see it, if the tax is removed on theatre admissions, the obstacles and dangers that stand in the path of higher prices at the box office are removed at the same time. With the tax starting at admissions of over 40c, Balaban's contention is that the picture business is hamstringed because of the ceiling created by the tax regulations.

The study made of the matter by Par and forwarded to official Washington takes various situations and seeks to show, in theory, what would happen to give theatres if this ceiling is eliminated. Under the tax laws admissions are exempt from tax up to and including 40c. At 41c a 10% levy must be charged by the theatre and turned over to the Government.

The 41c Barrier

Balaban declared before leaving for the Coast Saturday (13) that he (Continued on page 29)

Fed'l Surtax on Undistributed Profits Working Out, as Expected, To Detriment of Pix Reserve Funds

No F.C.C. Squawk

Hollywood, Nov. 16.

Motion Picture Producers & Distributors of America in New York, according to local advice, is framing an appeal to the Federal Communications Commission to curb air gossipers, by legal means, from depreciating the value of another's product.

N.Y. headquarters of MPPDA denies knowledge of any plans to restrain air chatterers from unfavorable publicity affecting pictures. Claims it would be a wrong approach.

ALGER'S REPORT ON RKO NOT YET FILED

George Alger, special master handling the RKO reorganization plan, excluded the press from the last session held before him Monday (15). There was no reason for his action given to the press, although nothing much could be expected at this hearing. Understood he okayed the plan subject to some amendments which may already have been accomplished.

Alger's report already issued to principals and creditors in the proceedings apparently is not final, and subject to correction. It seems apparently that the report contains many errors and, of course, it is expected that these will be corrected before the report is submitted finally to Federal Judge William Bondy.

It is understood that Alger informed the assemblage at the last hearing that he would consider suggestions for improving his report as might have been made by some of them.

However, in so far as can be ascertained, no date was set by him when he would submit the report to Federal Judge Bondy. The next hearing is on Nov. 24.

20-Fox Rewards Butler

Hollywood, Nov. 16.

David Butler, on the strength of his direction of Eddie Cantor in "All Baba Goes to Town," has been handed a new term at 20th-Fox. Studio also took up its options on Lou Breslow, writer; Sam Polkass, composer; and Jack Yellen and Harry Tugend, scripters. All the renewals are for one year.

ITO of So. Calif. Burn at Pix-Radio Shows Such as Metro; B. O. Blight

Hollywood, Nov. 16.

A survey by Independent Theatre Owners of Southern California to determine the effect on business by Metro's and other air shows using picture names as a lure to stay-at-homes has resulted in a blast by exhibitors.

General organizational condemnation of the practice was voiced in a resolution. Move to call in other exhibitor organizations in the country for similar canvasses has been started, as the belief prevalent here is that radio is putting a crimp

in grosses due to the heavy opposition by film names.

Local exhibitors are not particularly irate at Metro's 8 p.m. airing along the Coast as it does not conflict with theatre attendance. Grievance is felt against later shows and especially the network re-broadcasts that cut in at the wickets, according to indie leaders, who suggested the survey. They contend that radio is their toughest competition and is made more potent by the use of spotlight picture names. In the east, of course, due to the time differential, the conflict with theatre hours is even more direct.

That Federal surtax on undistributed profits already is working out about as had been predicted. This tax has been viewed by large industrial companies as cutting into any possibility of building up a surplus for lean days. Many firms, including large picture companies, set up a reserve from part of the remaining funds for rainy day after paying normal dividends.

With the weather currently muggy as far as biz is concerned, no such fund is available. It had been the practice of different companies to carry over employees, ordinarily laid off during slack periods. Under the present setup this is not possible.

Majority of larger industrial firms cut heavily into their undistributed profits by paying extra dividends in 1936 and also this year rather than pay the excessive tax to the Government.

The present situation finds few companies with any great surplus to carry over employees, although any trimming be found necessary. In some instances, employees already have been slashed off payrolls.

These and other factors have made industry officials view the surtax on undistributed profits as a screwy law that makes no provisions for slack periods.

Chas. Grapewin Quits Acting After 50 Yrs. To Author 3 Tomes

Hollywood, Nov. 16.

Charles Grapewin will quit acting, following completion of his role in Metro's "Benefits Forged," after a career that has spanned nearly half a century in vaudeville, circuses, legit, screen and radio.

He has been commissioned to write three novels, already being the author of two, "The Squawk" and "The Bronze Bull," besides other literary work.

WARNERS SETTING UP 26 PIX IN 4 MONTHS

Hollywood, Nov. 16.

Warners hits a high water mark in pictures preparing this week with 26 being ready for shooting within the next four months. Five are going through the works at Burbank now, "Jezebel," "A Slight Case of Murder," "The Adventures of Robin Hood" and "The Mystery of Hunting's End."

Mervyn LeRoy's production, "Food for Scandal," got the go signal yesterday (Monday).

Bryan Foy is set to roll "For the Defense" at Warners around the last of the month. George Bricker scripted from an original by William Neely, on leave of absence from the Los Angeles public defender's office. Title formerly was "Public Defender."

Vernon Smith is screenplaying "Blackwell's Island," which Foy also will put into work within a few weeks.

'Chicago' Yule Pream

Hollywood, Nov. 16.

Dec. 23 has been tentatively set for the premiere of 20th-Fox's "In Old Chicago."

Picture, carrying a budget in excess of \$2,000,000, will be roadshowed at the Hollywood Filmarte on a two-a-day basis.

Adele Girard to Metro

Adele Girard, singer, has been signed by Laurence Schwab of Metro to a term after a N. Y. test. Girl leaves for Coast some time during next week. Herman Bernie agented.

Instead of Duals, Lefty Gives 'Em A Double Stage Wedding, 100% Cuffo

By Joe Laurie, Jr.

Coolidge, Cal., Nov. 16.

Dear Joe:

I sure feel great being able to write you a happy routine for a change. When Vic walked out on Beulah last week to take up with his old sweetheart Flo, I never thought I'd be able to write anything but my will. It just goes to show you that we worry about things that never happen, except when you worry about the pictures they send you. You worry about them sending you lousy pictures and find out when you get them that you haven't worried enough.

They've been sending me pictures so old that they could vote. Here it is the football season and they haven't finished sending me my baseball pictures yet. Most of the product they send me is what I call 50-50 pictures—half of the audience goes to sleep on 'em and the other half walks out on 'em. But here I am giving you a load of fret and fume when what I really want to do is to tell you how I made out with the big wedding night.

I got a tip that Beulah used to keep company with a guy called Freddy Cormic, a soda-jerk who folds bread over bologna and cheese at the corner drugstore. Well, I got to talking to him and gave him a routine of matrimony talk, showing him how much better he'd be getting married and especially when everything to start housekeeping is given to him for nothing. I talked to him like an agent trying to get an extra 5% out of an actor. While I was giving him the sales talk, Aggie was biting Beulah's ear with, "Why don't you show Vic that you can marry lots of other fellows beside him, for instance that nice boy you used to go with that works in the drugstore..." You know when Aggie puts that purr in her voice she can make you do anything.

Well, to put the topper on it I took Beulah's old man out and started rubbing his tonsils down with warm gin; after a few messages with the junior ointment he swayed his consent. I then hustled around and got the storekeepers to donate duplicates of the presents for Vic and Flo. I told to promise 'em I'd run slides advising them for two weeks (the slides can't be any worse than the pictures I'm running).

Well, I had the stage all decorated with orange blossoms and Aggie played the piano. Instead of playing the wedding march she started off with the 'Battle Hymn of the Republic.' I still don't know if she did it on purpose or not. You know Aggie's sense of humor! Well, she switched into Mendelssohn's lodepate before anybody knew the difference. The brides came down separate aisles followed by a dozen bridesmaids. Then Vic and Freddy came down the aisles, with the Mayor and the Chief-of-Police as best men. I had two ministers to kind of carry out the double-feature idea. The sky-pilots worked swell together except one tried to be louder than the other. I had the audience throw rice and everything went off swell, which is a novelty in itself.

The place was jammed and I had to borrow chairs from the undertakers and give a second show. I made an announcement that the second ceremony made me mind boggling and it would take two divorces to get 'em apart, which got a big laugh. I only ran one picture called 'Great Expectations,' which fit the occasion swell. I filled in with a few bad shorts, which made it equal to a double feature. Everybody was satisfied and none of the customers kicked. Aggie said, 'Why should they kick? It wasn't them that got married.'

After the show I took the wedding party to the lunch wagon where I promoted a real Greek Wedding Supper. Nearly half the town saw the couples off on a bus, which I also promoted—four roundtrips to Hollywood. The papers gave me plenty of space and they now call me The Coolidge Cupid. They want me to be the judge of the baby parade next week.

I knew they couldn't keep a good showman down. Aggie is kinda proud of me for putting this thing over. We had the biggest gross we ever played to since we got the house. Aggie's grouchback looks like a tumor. I'm sorry now I didn't run the wedding for the matinee too.

Remember us to the boys and girls and tell 'em not to stick their chin out; there's only two things can happen when you do that, either the guy misses you or connects. Aggie sends regards. Sez

Your pal,

Lefty.

P. S. Lynn Krueger from Majestic, San Antonio, sez, 'Talk Scotch to a beggar and he will soon leave you.'

DETROIT UPS ADMISH; NO REACTION AS YET

Detroit, Nov. 16.

After several weeks' dickering between first-runners and nabes, a 16-20% admish boost went into effect this week in all Detroit film spots. Public reaction first few days okay, but temporary slump expected at b.o. once upping of prices becomes generally known.

Boost approximates 16% in the first-runners, who have been clearing for upping several months led by George Trenkle, prez United Detroit chain (Par). Nabes, while admitting boost was justified in view of higher rentals and labor costs, delayed the price hike for some time before a uniform policy could be worked out among various nabes factions. Nabes' average boost is slightly over 20%.

Oklahoma City, Nov. 16.

Present price levels at 40c top first-run stand little chance of any fluctuation for a year to come, most local men feel. United Artists' intimation of general price increases with release of 'Marco Polo' for forthcoming Christmas week will have no effect here.

Pic is contracted by Standard here which just dropped to 40c from 55c at one first-run house. Top in most other Oklahoma cities is at 35c and will likely stay there although some exhibitors have indicated that even in totals of 10-30-40 another 5c may be added.

Only possibility of any price raise will be special showings of high-priced flesh. For present and probably many months into the future Oklahoma will remain outside price-rise circle, although neighborhood hereabouts tend to boost prices.

Scott Rides for Laurel

Hollywood, Nov. 16.

Stan Laurel Corp. has signed Fred Scott to a five-year ticket to star in clefted gallopers as the corporation's initial branch-out into indie production. Jed Buell also was packed to produce the entire series.

Negotiations are on now with two majors for a release of the Scott features, according to L. A. French, vice-pres. of Laurel. 'The Rangers Roundup,' featuring Scott, rolls this week.

Stan Laurel Productions, recently incorporated to handle all the comic's biz affairs, has gone into the agency business.

Percenter branch has taken the entire second floor of Wilshire Theatre Bldg.

Making It Legal

Hollywood, Nov. 16.

Republic's forthcoming film dealing with the Federal pure food laws is to be tackled from a new angle, with Carl Sand now assigned to write a new treatment. No producer has been assigned, but the picture is on schedule for early production.

Title, 'The Gang's All Here,' has been switched to 'Legal Murder.'

HANDEL GLORIFIED

Hollywood, Nov. 16.

Jack Chertok, Metro short subjects head, has assigned Reginald Le Borg to write and direct a two-reeler musical to be tagged 'Largo.'

Subject matter will be the career of Handel, the composer.

N. W. FORMALLY ENDS STRIKE AGAINST PAR

Minneapolis, Nov. 16.

The playdate strike committee of Northwest Allied States and independent exhibitors, whose actions caused Paramount to sue them, has formally called off the strike against the latter company, thus putting it back again on the same footing as other distributors so far as exhibitors are concerned, President W. A. Steffes announced. The vote to end the fight and make peace with Par occurred this week following conference with the exhibitor officials.

Independent exhibitors now are negotiating deals with Paramount on terms laid down by the company when it made overtures to the playdate strikers to compromise their differences, Steffes said. With the strike now off, all litigation will be terminated and Paramount will have its suit for a permanent injunction dismissed, he stated.

Hollywood, Nov. 16.

Playdate and picture buying strike leveled against Paramount by Coast indie exhibs is believed broken with original boycott group setting dates and bargaining for new product.

According to Mike Lewis, western district sales chief, 23 out of the original 69 strikers are playing Paramount pictures. He claimed that only about 20 theatre operators are still holding out.

N.Y. PAR'S FILMS, BAND SHOWS SET TO JAN.

Included in pictures and stage band lined up for the Paramount, N. Y., which it is calculated on the books will take house through February, is the first Cecil B. de Mille picture not to be roadshown in many years, 'Bucaneer.'

'Ebb Tide' and the Bunny Berigan band open at the house today (Wed.), followed by 'True Confession' and Russ Morgan. Other combinations set in the order in which they will play are 'Wells Fargo' and Fred Waring; 'Big Broadcast' and Eddy Duchin; 'Bucaneer' and Guy Lombardo; and 'Every Day's a Holiday' (Mae West) probably with Benny Goodman. For one reason or another it may be necessary to switch bands around but definite at least that 'Fargo' and Waring is a 'must' for Christmas Eve and New Year holidays. Others will be switched only if necessary.

Hoof Beats in Distance

Hollywood, Nov. 16.

Lindsay Parsons has set Nov. 29 as the tentative starting date for 'Rolling Plains,' Tex Ritter's third gallop on the current series for Grand National. Parsons went to Lone Pine last week to scout locations for the picture which Ray Taylor will direct as soon as he washes up 'Hollywood Cowboy' for Principal.

Frank Harford has clefted 'Me, My Pal and My Pony' for 'Plains,' and Walter Samuels, Leonard Whitcup and Ted Powell ditted the title number, 'Rollin' Plains.'

U's Brother Act

Hollywood, Nov. 16.

John Pasternak is here from Budapest to production as assistant lenser on Universal's 'Mad About Music,' which his brother Joe is producing. Script of the new Deanna Durbin starrer was turned in by Bruce Manning and Felix Jackson, who were put to work at once on 'The Rage of Paris,' Danielle Darrieux starrer.

Steenla has assigned Roy Chanslor to screenplay 'Nude Fronts,' which Edmund R. Grainger will produce.

Busch on WB's 'Garden'

Hollywood, Nov. 16.

Warner's has assigned Owen Busch to script 'Garden of Eden,' Sat-eveop serial by Barton Browne and H. Bedford-Jones.

Earl Baldwin has been handed the screen play on 'Howdy, Stranger,' Ernest Borchia is scripting 'Side Show,' and Perry Charles and Eddie Anderson are working on 'Siberia.'

The Girls' Eye View

By Marian Squire

Like '52nd Street,' the Film's a Pot-Pourri

A little bit of everything was heaved into '52nd Street' and the result is a full but unidentifiable dish. Apparently the original idea was a cavalcade effect, since it begins in 1912 and winds up with the present day. But there is no longer much drama in the fact that fine 52nd street residences went speakeasy and are now night clubs. You're taken through prohibition, depression and repeal, but happily spared the war which is completely ignored.

After playing with the notion of heavy drama with Ian Hunter, Dorothy Peterson and Maria Shelton holding the reins, the picture is turned over to Leo Carrillo, Zasu Pitts and Janies Jack White and Sid Silvers for a stretch of sheer lunacy.

The drama part is recalled occasionally. In one instance it's when Pat Patterson, wearing her late mother's gown, sings mother's favorite song. Maria Shelton, who departs early in the proceedings, wears dripping hats and dripping plumes that seem of an earlier vintage than 1912 thereabouts. Her demise is pleasantly unaffacting, for she makes a healthy looking invalid and everyone is comfortably sure that she's only waiting for 'cut,' to leap out of bed.

From schoolgirl frocks to the maturity of black velvet, edged in white fur, and strass-trimmed white satin with white fox, Miss Patterson moves through comedy, drama and romance with equal serenity. The romance is with Kenny Baker, whose pleasant Gaelic face belongs (in the picture) to Italian chef Leo Carrillo's son.

The years are kind to Ian Hunter (Miss Patterson's father) and his sisters, Dorothy Peterson and Zasu Pitts, who age merely by the application of a bit of white powder to the temples.

With the comedy faction in command, blonde Collette Lyons in bugle beads, and dark Ella Logan in black sequins, stage a realistic hair-pulling match in Mr. Hunter's depression-born night club.

'Fifty-second Street' might have been more satisfactory fare if those responsible had decided definitely whether it was going to be an entree or dessert, in the way of entertainment.

Leslie and Bettie Go Keystone

Those chronic film sufferers, Leslie Howard and Bettie Davis, as two hams with cloves sticking out all over them, go completely slapstick in 'It's Love I'm After,' and seem to have a grand time doing it. It's probably a relief after all they've been through in previous offerings.

Miss Davis merrily throws furniture, bric-a-brac and Mr. Howard about, while wearing a number of typical Orry-Kelly creations. A negligee of metal cloth under a sheer directing coat, and a black patent leather-looking street dress with slim waist and full bloom are two standouts. She looks prettier than usual with short full bangs and thick clusters of curls at the back of her head.

Olivia de Havilland, carrying a pugnacious torch for Howard, moons over him in metal cloth with bodice gathered to a necklace at the throat. In her more determined efforts to annex him, she wears simpler sports dresses, one white with draped top and a corsage of huge artificial daisies.

Eric Blore is Howard's faithful valet, and Bonita Granville is a child with a communist complex—eye always glued to keyholes.

'It's Love I'm After' won't go down in picture history, but it's more fun than the sappy title would lead you to believe.

'Second Honeymoon'—and Loretta Young's Wardrobe

It must be hard for Loretta Young to remember she ever played a wail, surrounded as she is these days with yards of striking wardrobe. In 'Second Honeymoon' she flits about in a succession of glittering gowns before she discovers that her first husband, Tyrone Power, she wants, not his successor, Lyle Talbot.

Glamour boy, Tyrone Power, is required to do a drunk during the proceedings, which is never particularly funny unless well done. Mr. Power's profile, while not perfect, is far better than his impersonation of a gentleman in his cups.

Miss Young first discovers her first husband on her second honeymoon, while wearing a glittering, telephone doll dress with yards and yards of bouffant skirt, and a sheer scarf caught at the throat and forming the sleeves.

Marjorie Weaver gives everyone a break by playing a southern girl without getting 'from Dixie' and falls for Stuart Erwin, which is reasonable, Mr. Erwin being the most amusing member of the little gathering.

Miss Young is petulant in a drop shoulder evening frock with tiny white feathers forming a ruching around the neckline. She goes cute and gay (never forgetting that she is also beautiful) in tailored slacks, and in a white dress with black scroll trimming, under a huge mushroom hat tied under the chin with ribbons.

Claire Trevor does well with the little opportunity she has as Miss Young's friend, and wife of J. Edward Bromberg. A black evening gown slimly fitted with an all sequin bolero is her most effective outfit.

Roxy's Stage Show

Paul Ash and his 'young discoveries' (one of whom has been in several major heavy picture) head the Roxy's stage show. The Gae Foster girls do their rubber ball-bouncing act with a change of costume, in a bit routine. This week they wear dark blue short costumes and bounce red balls.

With Ash, Evelyn Dawn of Dawn and Darrow, does ballroom dancing in pale blue sheer with silver embroidery.

Virginia Lee of the Lathrops and Lee makes three costume changes for tap routines. Appears first in full length coat of old blue cire with fitted sleeves, doffs this for white pajamas trimmed in red and makes a third change to a long white gown with fringe overskirt and white high hat.

Ash's coloratura discovery, introduced as 16-year-old Dorothy Des, seemed to have bitten off a little more than she could vocally chew with 'A Heart That's Free.' She wears a 'romantic' gown of gray sheer over rose, the skirt sprinkled with rhinestones, and rhinestone shoulder straps. Hector and his Pals, dog act (the film veterans) and Wyse and Mann complete Ash's list of discoveries. Miss Mann performs her acrobatics in dark red sheer over matching satin. The Foster Girls dress the stage for the finale in white satin with tiny rhinestone boleros, waving huge rose and blue chiffon handkerchiefs.

Arlliss an Insouciant Smuggler

With a yo-ho-ho, a couple of hangings, assorted murders, smuggling and other hearty picture pastimes, George Arlliss, Dr. Syn is playing to capacity, and an alms-baiting act with a change of costume, in a bit routine. This week they wear dark blue short costumes and bounce red balls. With Ash, Evelyn Dawn of Dawn and Darrow, does ballroom dancing in pale blue sheer with silver embroidery.

A deep-dyed villain determined to get the gal at all costs, is played by Frederick Burteville, and Roy Emerson is Capt. Collyer in charge of the revenue men. He's only doing his duty by king and crown, but nobody loves him on account Arlliss gets all the sympathy.

NOW IT'S PHILLY VS. WB ON %

Some \$700,000 in Fees Claimed Against Roxy; Only 300G in Kitty

There should be some kind of a rousing session when that hearing on applications for fees in connection with the Roxy theatre reorganization is held Friday (19) next before Federal Judge Francis Caffey in N. Y. It's figured that the parties involved are asking for around \$700,000 out of a bankroll that amounts to only around \$300,000.

In connection with this, one of the lads involved is a real estate broker, who claims a strong commission alleging he is responsible for the deal which took RKO out of 77B. It had been hoped that the bondholders would get a fairly decent shake out of the residue in the estate's treasury, remaining when the theatre was taken out of its bankruptcy status but at the rate which some of the lawyers, brokers, et al. figure to be paid, those bondholder chances don't look very bright.

Unless, of course, the Court should slash those applications pretty. That won't be such a surprise in view of the whole situation.

GEORGIA RULES VS. SUNDAY PIX SHOWS

Atlanta, Nov. 16.

Far-reaching decision affecting operation of shows on Sundays in Georgia was returned Saturday (13) when state supreme court ruled theatre doors must keep closed on Sabbath when operated for charity or not. Ruling came in affirmation of a case brought by George R. Lilly, solicitor general, against Interstate Enterprise Co. and Rome theatre, at Thomsville.

Solicitor filed injunction proceedings against defendants, who planned to exhibit pictures on Sundays for benefit of Thomsville American Legion Post. Injunction was granted and high tribunal affirmed this decision on appeal filed by two defendant companies.

Sunday amusements were unknown here until regime of liberal ex-Mayor James L. Key, who defied state statutes to provide city with Sunday baseball and pic shows and even went so far as to issue beer and wine licenses before it was legal to sell those beverages in state. Whether present administration will go to bat in favor of continued 'open Sundays' remains to be seen.

Representative Verlyn Booth, of Barrow County, has declared his intention of submitting bills proposing a 20% soft drink and 10% amusement tax at the special session of the General Assembly this month. He estimated each should yield between \$125,000 and \$2,000,000.

The amusement tax would be levied against pic shows, baseball, football and all other forms of amusement, including grand opera.

Rochester, N. Y., Nov. 16.

Usual Sunday calm of the village of Williamson is not to be broken by screen shows, the town board has ruled by a 3-2 vote. Action followed prosecution of operators of the Lyric for running a Sunday night show. Townspeople and business men circulated petitions urging that the ban be lifted, while church groups as strenuously opposed the idea.

Philadelphia, Nov. 16.

Eddystone and Yeaton, on outskirts of Philly, both gave approval to Sunday pix at Nov. 2 referendum. In Jersey, Belvidere and Jamesburg gave 'em the okay, while Woodbury nixed.

Barrymore's Sleuthing

Hollywood, Nov. 16.

John Barrymore will play Inspector Nielson of Scotland Yard in his third successive feature in the series, 'Bulldog Drummond Interferes.' Film is slated to start Nov. 29 with John Howard playing Drummond.

CARTHAY CIRCLE'S \$2 PREEM OF 'SNOW WHITE'

Hollywood, Nov. 16.

World preem of Walt Disney's 'Snow White and the Seven Dwarfs,' first full-length animated cartoon in Technicolor, has been set for the Carthay Circle shortly before Christmas with all the trimmings. Cost of the feature is understood to have been around \$450,000, compared with an average cost of other Disney cartoons of around \$40,000 to \$50,000.

Feature has eight musical numbers interspersed, including 'Hi-Ho,' the marching song of the dwarfs.

Par Loses U. S. Sup. Court Appeal in Pix Author's Credit Suit

Washington, Nov. 16.

Paramount Pictures Monday (15) failed to win review of screen credit litigation which resulted in \$7,500 damage award for Walton Hall Smith, scribbler, as result of lull over inspiration for 'We're Not Dressing.'

Curtly denying petition for writ of error, the tribunal affirmed lower court proceedings which held that Smith was entitled to compensation because Par omitted to mention his yarn 'Cruise to Nowhere' as original source from which script for the Lombard-Crosby film was prepared. The finding in the writer's favor had been upheld previously by the Ninth Circuit of Appeals, which overruled three basic challenges of the initial trial.

In requesting review of the earlier proceedings, Par counsel claimed there was insufficient evidence to substantiate the cash award and that the trial court erred in admitting certain evidence. Producer argued that there was no showing of damage even if the contract had been broken, since the only thing Smith lost through lack of screen credit were speculative, prospective profits which could not be measured. Complaint was made about the relevancy and competency of evidence that the accounting and publicity departments had considered 'Cruise' was the original source of the 'Not Dressing' scenario.

Evidence showed that Par paid the scribbler \$2,500 for his original story and promised credit in any picture based on his plot. Award was based on admissions that Smith's yarn had been mulled over by studio writers, backed up by similarities found in the finished picture.

WB's Interstate Deal

After considerable negotiation, Warner Bros. has closed a 100% product deal with the interstate circuit in Texas. Every house in the chain, amounting 100, take the entire WB output, including features, shorts and trailers.

Grad Stars closed deal for WB. Karl Hoblitzelle and Bob O'Donnell for Interstate.

Rev.'s Anti-Communist Pic

San Antonio, Nov. 16.

An anti-Communist picture will be produced here shortly by Father F. J. Ledwig, author of the script and a member of the American Educational Foundation.

Gulf Coast Film Laboratories of this city, makers of commercial and industrial motion pictures, will film this educational picture to be shown in colleges and schools throughout the United States.

INDIES OBJECT TO 40% DEALS

Unless, as With Columbia and Metro, the Exchanges Are Willing to Make Adjustments When and if a Percentage Pic Bogs Down

STRIKE WHILE HOT

Philadelphia, Nov. 16.

Warner Bros. 40% pix will be the next target of the newly-found strength of Philly exhibs. With the Paramount strike out of the way and everyone more or less happy, exhib leaders are ready to sit back a while and contemplate their gains.

But the rank and file are like little Davids. Now they've discovered they can kill (or at least wound) one Goliath with their slingshot, they're going to be content to sit by only a short time before seeking new giants to conquer.

High percentages extracted by Warners have long been ranking. One concession—and an important one—was quietly made during the height of the Par pandemonium. Warners cut 10 of its WB and First National pix from the 40% list. But six still remain.

Squawking exhibs have no complaint against the 40% figger per se. What they object to is that Warners is the only exchange which doesn't make a kickback when the b.o. receipts show a pic isn't worth that much.

Columbia and Metro, the only other exchanges still asking 40%, are free with discounts and rebates when one of their highly-touted pix proves a cluck in certain situations. Metro guarantees a profit and last season made plenty of kickbacks on 'Broadway Melody.' Columbia right now is dating 'Lost Horizon' on a similar understanding.

Exhibs also feel that now's the time to kill the high percentage being asked. Each year, they complain, percentages go up more and are asked by more companies on more films. They think strong action must be taken at once to bring this situation under control. And they feel there's no time like now, when they're still closely knit by the Par strike, and have just come out of a battle in good shape.

Par Doing OK

Par continued to close a flock of accounts during the past week. Most operators are pretty well satisfied with the deals they got. The resentment that many men felt when they went into the exchange immediately after the settlement was reached has pretty well worn off. They feel that Par is now making a real attempt to placate them.

A momentary flare-up early last week was handily taken care of to the satisfaction of everyone by Neil Agnew, Par sales head. It started when Earle Sweigert, local manager, refused to meet with a conciliation committee on the account of Iz Borowsky, op of the tiny Ritz. Abe Sablosky, Charley Segall and Lew Pizor, the original negotiating committee, immediately rushed to New York on the point. Agnew ordered Sweigert to meet with any one of the three members of the committee.

An amicable agreement was also reached in the single situation where Par sold away from a regular account. A contract was sold during the strike to the Frolic Theatre which is in opposition to Segall's Apollo. Segall got his Par product back. The exchange settled with the Frolic by allowing it its choice of any 10 films free on a repeat run and letting it play out six pix which it had advertised.

Constant Growth of Duals Blamed By Exhibs on Necessity to Play Off Vast Amount of Pre-Booked Prod.

QUEBEC'S CENSORIAL 'ZOLA' BAN HYPES B.O.

Montreal, Nov. 16.

Editorials in all English papers locally and press comment in papers outside the province are bearing fruit against the 'temporary' banning of 'Zola' by the Quebec Board of Censors. Left to themselves the censors would undoubtedly have passed it, but the Church, very powerful in this province, stepped in. However, there are now strong rumors that the picture will eventually be passed with some cuts so as to save face.

Talk of founding a Legion of Decency on the same lines as the U. S. organization, to supplement the work of the censors, has been much in the air recently following an announcement by Cardinal Villeneuve a few weeks ago. Fact that the U. S. body awarded 'Zola' a grade-A rating has been played up by local press.

Pennsy Censors Say They Welcome Gov.'s Stepping In on Pix

Philadelphia, Nov. 16.

Mrs. A. Mitchell Palmer, chairman, and other members of Pennsy Board of Censors deny they are piqued at Governor Earle's action in okaying a flock of pix over their vetoes and are considering resigning.

'We are happy to have the governor step in and take the responsibility off of our shoulders,' Mrs. Palmer declared, with head shaking acquiescence from Mrs. Hester Fye and Patrick A. Duffy, the other two board members. Duffy suggested that the censors have about half a dozen other pix before them now which they would be very pleased to turn over to the Gov for final say-so.

Mrs. Palmer said that reports she was at odds with Gov. Earle were preposterous, pointing out that she is leaving with his party Thursday (18) for a month's trip to Sweden. She has been a close personal friend of both the Governor and Mrs. Earle.

'NIGHT OF STARS' MAY GROSS UP TO \$100,000

'Night of Stars' show scheduled for tonight (Wed.) at Madison Sq. Garden, N. Y., for benefit of the United Palestine Appeal, promises to be one of the largest ever put on. With scores of stars from all fields participating, it's virtually a sellout already, except for a handful of seats that are being held for some people coming in from out of town.

Sam Blizt, official U. P. A. la's yesterday (Tues.) estimated that the gross on sale of seats, plus revenue from the program, would total \$100,000, majority of which will be net to the Appeal. A percentage on ticket sales alone but not including program gross, will be paid the Theatre Authority. Blizt estimated that this deduction would probably run about \$3,000.

Gehrig's Switch-Tarzan To a 'Laughing Senor'

Hollywood, Nov. 16.

Lou Gehrig arrives here next week to embark on his film career. Starler will be in Sol Lesser's 'Laughing Senor.' Baseballer was tested for a Tarzan role but failed to measure up to wild man requirements.

While only two major key cities, Chicago and Philadelphia, have joined the ranks of communities using double features, numerous so-called country town exhibitors have gone dual on an unbelievably vast scale since last spring. Checks in recent weeks show this trend was not confined to competitive spots only.

In other words, competing theatres did not figure in the swing towards using two features on a bill in these locations. Rather, it is a case of the exhibs keeping pace with current production schedules which are geared to provide a certain number of inexpensive films for use in double-feature theatres.

Fact that producers are making films to meet market demands has forced exhibitors to use them in order to rid themselves of the features. They're booked in, and the exhib puts them on a show to get them out of the way, making one, two or three double bill changes weekly.

Chicago began going in for duals on an extensive scale about a year ago, double-picture setup being forced to a certain extent by the adjacent territory which included some larger cities. Industry regarded the Chicago move as one done with a whoop and considerable fanfare while the growth of dualers in Philadelphia, has been a more gradual and less noticeable eventuality.

While recent figures noted no great upturn in the number of dual-bill houses, there has been absolutely no decline in number of exhibitors employing them or cities gripped by the practice.

Chi Duals Stronger Than Ever

Chicago, Nov. 16.

Last few weeks, during which time the boxoffices have been taking it on the chin, have brought both exhibitors and exchanges together on one point: That dual bills are not to become a thing of the past—not yet, anyway.

Slump which has hit the loop first-run houses for considerable effect, and neighborhood subsequent runs for starvation, has reacted in such a way as to give the bigger first-week Class A release neighborhoods even more business than before. Only loop house which hasn't sluffed off during past eight weeks has been McVicker's, and that, also, a first-week Class A release, has actually increased its revenue along with neighborhoods of similar release.

Several reasons have been given for the cause and effect, but most everything resolves down to a problem in economics. People want to see features as soon as possible, as possible, but with loop houses tilting the admission, snaring family trade currently seems to be impossible.

Where the folks used to all bundle up and take the kids downtown for a picture and stage bill, they've decided to stay near home, see two features, save from 14-20c carfare price between a loop and neighborhood house. More, they've discovered that a neighborhood bill runs from three to four hours against a loop's three, which may irk the parents somewhat, but doesn't affect the kids in any such manner.

Mary Garden Back After Talent Quest for Metro

Mary Garden, voice scout for Metro, has returned from about two months spent in Europe looking over grand opera and concert possibilities. Most of the time was spent in Italy. Several potential screen warblers would not be available for use in U. S. pictures until they learn English better, she said.

Shirley Piles Up Strong \$22,000 As L. A. Leader; 'Go-Round' 15G, 'Angel' \$15,000, 'Garrick' 18½G, Holiday Helps

Los Angeles, Nov. 16. Smash trade on Armistice Day staved off what might otherwise be an ordinary week for the first runs locally. Every house in town did holdout but Thursday, so final count on the week will be ok for most of the houses.

Shirley Temple is heading for substantial \$22,000 at the State-Chinese, while 'Go-Round' at the Hollywood-Down town, is likely to bring \$15,000. 'Merry-Go-Round' should bring the day-date Pantages and RKO a profitable \$15,000, while 'Ebb Tide' at the Fox, which had an add in excess of \$11,000 on its continued first run.

'Angel' is not smashing any record at the Fox, but should do worse than a mild \$15,000 on the week. Goldwyn's roadshow, 'Hurricane', is in its second week at the Carthay Circle, where advance sale indicates another substantial take.

Estimates for This Week
Carthay Circle (Fox) (1.51; 55-82-1.10-1.65) — 'Hurricane' (UA) (2d wk). Heavy advance indicates substantial second week for this Samuel Goldwyn opus. First seven days, including \$5 preem, brought in \$14,500, very satisfactory.

Chesne (Grauman) (2.02; 30-40-55-75) — 'Heidi' (20th) and 'Night Club Scandal' (Par) dual. Running considerably behind its day-dater (State), but should wind up to profitable \$8,600. Last week, 'Ali Baba' (20th) and 'Borrowing Trouble' (20th), \$10,800, just few hundred below anticipations.

Powtown (WB) (1.86; 30-40-55-65) — 'Great Garrick' (WB) and 'Portia on Trial' (Rep) dual. Hitting for very good \$9,000, with take aided by big hold, 'Artistic' and 'Week', 'Perfect Specimen' (FN) and 'Escape by Night' (Rep), net \$9,000.

Four Star (Fox) (900; 40-55-75) — 'The K' (WB) (2d wk). Folded (1st) after three and one-half weeks of forced run with \$275 on the final coupon. Third week ended with \$15,000, very good.

Hollywood (WB) (2.76; 30-40-55-65) — 'Garrick' (WB) and 'Portia on Trial' (Rep). Hit lively pace opening on holiday, and should have no trouble reaching \$9,500, very good. Last week, 'Perfect Specimen' (FN) and 'Escape by Night' (Rep), net \$9,000, better expectations by grabbing fifty \$9,000.

Pantages (Pan) (2.70; 30-40-55-75) — 'Merry-Go-Round' (U) and 'Girl with Ideas' (U) dual. Top feature giving the house same as its title, so best in sight is fair \$8,000. Last week, third stanza of 'Stage Door' (RKO) and 'Munder in Greenwich Village', very good \$8,500.

Paramount (Partmar) (3.59; 30-40-55) — 'Angel' (Par) and stage show, Dietrich opus week sister, \$15,000. Last week, 'Surprising Strong, So High, Wide' (Par) finished with satisfactory \$16,000.

WB (2.95; 30-40-55) — 'Merry-Go-Round' (U) and 'Girl with Ideas' (U) dual. Biz considerably off and this pair should hit so-so \$7,000 on the week. Last week (3d) brought good \$8,500 on six.

State (Loew-Fox) (2.02; 30-40-55-75) — 'Heidi' (20th) and 'Night Club Scandal' (Par) dual. Heavy Armistice Day biz helped, plus the early lead, so looks like \$12,500. Last week, 'Ali Baba' (20th) and 'Borrowing Trouble' (20th), just fair \$13,500.

Titled Artists (Fox-UA) (2.10; 30-40-55) — 'Ali Baba' (20th) and 'Borrowing Trouble' (20th) dual. On moverover isn't holding pace it hit downtown last week, so looks like week \$4,500. Last week, 'Double Wedding' (MG) and '45 Fathers' (20th), neat \$5,000.

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'AWFUL TRUTH' DUAL NO. 1 IN OMAHA, \$7,800

Omaha, Nov. 16. Comedy leads town as Brandeis crams them with 'Awful Truth'. Only possible for this house to lead town when it has smash and others have mediocre bills.

Weather, which has been unseasonably warm, has at last turned to true fall temperatures. Managers taking it as hopeful omen.

Estimates for This Week
Brandeis (Singer RKO) (1.25; 10-25-35-40) — 'Awful Truth' (Col) and 'Trapped by G-Men' (Col). First RKO release of Mickey Mouse also getting plenty of plugs.

Fox (2.00; 25-35-50) — 'Behind Mike' (U) and vaude. Present pace indicating and will equal or top anything he in year or two. Expected to hold over at \$7,800, and will lead town. Last week 'Breakfast' (RKO) and 'Over the Goal' (WB) with 'March of Time', satisfactory package at \$5,250.

Omaha (Blank) (2.10; 10-25-40) — 'Conquest' (MG) and 'She Asked for It' (Par). Garbo pix off to worthy start and look to hold its own with acceptable \$7,500. Last week 'Zola' (WB) and 'Chan on Broadway' (20th) \$7,400.

Orpheum (Blank) (2.97; 10-25-40) — 'Live Love' (MG) and 'Women Men Marry' (MG). Not bad at \$7,500. Big Apple midnight show continues to draw them in. Last week 'The Girl' (20th) and 'Miss Aldrich' (MG) packed them in with strongest kid trade since infantile epidemic of early fall. Heavy sugar at \$10,300.

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First Runs on B'way

(Subject to Change)
 Week of Nov. 18
 Astor — 'Hurricane' (UA) (2d wk).

Capitol — 'Live, Love and Learn' (MG).
Criterion — 'Tight For Your Lady' (RKO) (19).
 (Reviewed in VARIETY, Oct. 20)
Globe — 'Dr. Syn' (GB) (2d wk).

Music Hall — 'Stand-In' (UA).
 (Reviewed in VARIETY, Oct. 6)
Paramount — 'Ebb Tide' (Par) (17).
 (Reviewed in VARIETY, Oct. 13)

Rialto — 'Danger. Patrol' (RKO).
Rivoli — '52d St.' (UA) (2d wk).

Roxy — 'Second Honeymoon' (20th) (2d wk).
Strand — 'It's Love I'm After' (WB) (2d wk).

Week of Nov. 25
 Astor — 'Hurricane' (UA) (3d wk).
Capitol — 'Firefly' (MG).
 (Reviewed in VARIETY, July 28)

Criterion — 'Barrier' (Par).
 (Reviewed in VARIETY, Nov. 3)
Music Hall — 'Nothing Sacred' (UA).
Paramount — 'Ebb Tide' (Par) (2d wk).

Rox — 'Merry-Go-Round of '38' (U).
 (Reviewed in VARIETY, Oct. 27)
Strand — 'Emile Zola' (WB) (2d wk).
 (Reviewed in VARIETY, June 30)

indicating \$6,700, average. Last week, 'Adventurous' (WB) (WB) finished better than expected, \$7,000 being earned of strength of holiday biz.

Loew's State (3.20; 25-35-50) — 'Conquest' (MG). Week-end boomed take to nice \$14,000. Last week, '52d Street' (UA) and 'Trapped by G-Men' (Col) \$13,200.

Majestic (Fay) (2.20; 25-35-50) — 'Love I'm After' (WB) and 'West of Shanghai' (Par). Sure \$7,800. Last week, 'Ali Baba' (20th) and 'Westland Case' (U) OK, but did badly to \$6,900.

Strand (Indie) (2.20; 25-35-50) — 'Angel' (Par) and 'Out on Parade' (Rep). This is problem show of the week; class entertainment for one thing and mildly received by press. May go to \$9,000. Last week, 'Truth' (Col) and 'Wrong Road' (Rep) \$10,200, well ahead of everything else in town.

Hippodrome (Rappaport) (2.20; 25-35-50) — 'Artistic' (WB) (2d wk). Leading the town's parade with a very punchy \$13,000, after a sockeroo first session at \$13,500.

Keith's (Schanberger) (2.50; 15-25-35-40-55) — 'Merry-Go-Round' (U). Should do nicely with \$7,000 in sight. Last week, 'Alcatraz' (WB) fair at \$6,400.

New Mechanic (1.40; 15-25-30-40-55) — 'Love at Work' (20th). Not very exciting. Not more than \$9,000. Last week, 'Artistic' (WB) (2d wk), second week, fell down to \$2,300 after a profitable first stanza at \$6,700.

State (WB) (3.45; 15-25-30-40-55) — 'Garrick' (WB). Opening Wednesday (17) after seven days of 'Perfect Specimen' (FN) to fair \$7,400.

'Conquest' Manages To Conquer Tepid Prov., 14G; Others So-So

Providence, Nov. 16. Total take seems to be pretty well split up this stanza, although the outlook still remains gloomy. Picture attractions are again among the best, but the much wanted note of optimism is lacking after a let-down last week, holiday and all.

Big sugar likely to go to Loew's State, where 'Conquest' is moving nicely after a tepid start. No record breaking likely, but the \$14,000 anticipated is much better than what has been the case.

'Angel' at Strand, among leaders largely because of an Armistice Eve midnight show opening and the holiday.

Estimates for This Week
Albee (RKO) (2.20; 25-35-50) — 'Merry-Go-Round' (RKO) and 'Armored Car' (Col). Holiday opening provided the wedge for a nifty week, and \$9,000 for eight-day run looks good. Last week, 'Victoria' (RKO) and 'There Goes Groom' (RKO). N. s. g. at \$6,000 despite fine reaction.

Carlton (Pay-Loew) (1.40; 25-35-50) — 'Truth' (Col) and 'Westland Case' (U). Former moved here from Strand theatre, marking first time since the Pay-Loew partnership deal that the house has picked a film outside of partnership. Going good, considering opposish, and slated to cross the tape at \$4,300.

Loew's (1.40; 25-35-50) — 'Love at Work' (20th). Oke at \$3,900.

Empire (Spitz) (1.60; 25-35-50) — 'Three Legionaries' (Gen) and vaude. Set to try for first despite brisk start. Looks like \$4,600. Last week, 'Larceny on Air' (Rep) and vaude featuring Lila Grey Chaplin. Ditto intake.

Fay (2.00; 25-35-50) — 'Behind Mike' (U) and vaude. Present pace indicating and will equal or top anything he in year or two. Expected to hold over at \$7,800, and will lead town. Last week 'Breakfast' (RKO) and 'Over the Goal' (WB) with 'March of Time', satisfactory package at \$5,250.

Omaha (Blank) (2.10; 10-25-40) — 'Conquest' (MG) and 'She Asked for It' (Par). Garbo pix off to worthy start and look to hold its own with acceptable \$7,500. Last week 'Zola' (WB) and 'Chan on Broadway' (20th) \$7,400.

'Hurricane' Blows Toward B. O. In Frisco; 'Ebb Tide' and P. A.'s, 18G

(Subject to Change)
 Week of Nov. 18
 Astor — 'Hurricane' (UA) (2d wk).
Capitol — 'Live, Love and Learn' (MG).
Criterion — 'Tight For Your Lady' (RKO) (19).
 (Reviewed in VARIETY, Oct. 20)
Globe — 'Dr. Syn' (GB) (2d wk).
Music Hall — 'Stand-In' (UA).
 (Reviewed in VARIETY, Oct. 6)
Paramount — 'Ebb Tide' (Par) (17).
 (Reviewed in VARIETY, Oct. 13)

Rialto — 'Danger. Patrol' (RKO).
Rivoli — '52d St.' (UA) (2d wk).

Rox — 'Second Honeymoon' (20th) (2d wk).
Strand — 'It's Love I'm After' (WB) (2d wk).

Week of Nov. 25
 Astor — 'Hurricane' (UA) (3d wk).
Capitol — 'Firefly' (MG).
 (Reviewed in VARIETY, July 28)

Criterion — 'Barrier' (Par).
 (Reviewed in VARIETY, Nov. 3)
Music Hall — 'Nothing Sacred' (UA).
Paramount — 'Ebb Tide' (Par) (2d wk).

Rox — 'Merry-Go-Round of '38' (U).
 (Reviewed in VARIETY, Oct. 27)
Strand — 'Emile Zola' (WB) (2d wk).
 (Reviewed in VARIETY, June 30)

indicating \$6,700, average. Last week, 'Adventurous' (WB) (WB) finished better than expected, \$7,000 being earned of strength of holiday biz.

Loew's State (3.20; 25-35-50) — 'Conquest' (MG). Week-end boomed take to nice \$14,000. Last week, '52d Street' (UA) and 'Trapped by G-Men' (Col) \$13,200.

Majestic (Fay) (2.20; 25-35-50) — 'Love I'm After' (WB) and 'West of Shanghai' (Par). Sure \$7,800. Last week, 'Ali Baba' (20th) and 'Westland Case' (U) OK, but did badly to \$6,900.

Strand (Indie) (2.20; 25-35-50) — 'Angel' (Par) and 'Out on Parade' (Rep). This is problem show of the week; class entertainment for one thing and mildly received by press. May go to \$9,000. Last week, 'Truth' (Col) and 'Wrong Road' (Rep) \$10,200, well ahead of everything else in town.

Hippodrome (Rappaport) (2.20; 25-35-50) — 'Artistic' (WB) (2d wk). Leading the town's parade with a very punchy \$13,000, after a sockeroo first session at \$13,500.

Keith's (Schanberger) (2.50; 15-25-35-40-55) — 'Merry-Go-Round' (U). Should do nicely with \$7,000 in sight. Last week, 'Alcatraz' (WB) fair at \$6,400.

New Mechanic (1.40; 15-25-30-40-55) — 'Love at Work' (20th). Not very exciting. Not more than \$9,000. Last week, 'Artistic' (WB) (2d wk), second week, fell down to \$2,300 after a profitable first stanza at \$6,700.

State (WB) (3.45; 15-25-30-40-55) — 'Garrick' (WB). Opening Wednesday (17) after seven days of 'Perfect Specimen' (FN) to fair \$7,400.

'CONQUEST' MANAGES TO CONQUER TEPID PROV., 14G; OTHERS SO-SO

Providence, Nov. 16. Total take seems to be pretty well split up this stanza, although the outlook still remains gloomy. Picture attractions are again among the best, but the much wanted note of optimism is lacking after a let-down last week, holiday and all.

Big sugar likely to go to Loew's State, where 'Conquest' is moving nicely after a tepid start. No record breaking likely, but the \$14,000 anticipated is much better than what has been the case.

'Angel' at Strand, among leaders largely because of an Armistice Eve midnight show opening and the holiday.

Estimates for This Week
Albee (RKO) (2.20; 25-35-50) — 'Merry-Go-Round' (RKO) and 'Armored Car' (Col). Holiday opening provided the wedge for a nifty week, and \$9,000 for eight-day run looks good. Last week, 'Victoria' (RKO) and 'There Goes Groom' (RKO). N. s. g. at \$6,000 despite fine reaction.

Carlton (Pay-Loew) (1.40; 25-35-50) — 'Truth' (Col) and 'Westland Case' (U). Former moved here from Strand theatre, marking first time since the Pay-Loew partnership deal that the house has picked a film outside of partnership. Going good, considering opposish, and slated to cross the tape at \$4,300.

Loew's (1.40; 25-35-50) — 'Love at Work' (20th). Oke at \$3,900.

Empire (Spitz) (1.60; 25-35-50) — 'Three Legionaries' (Gen) and vaude. Set to try for first despite brisk start. Looks like \$4,600. Last week, 'Larceny on Air' (Rep) and vaude featuring Lila Grey Chaplin. Ditto intake.

Fay (2.00; 25-35-50) — 'Behind Mike' (U) and vaude. Present pace indicating and will equal or top anything he in year or two. Expected to hold over at \$7,800, and will lead town. Last week 'Breakfast' (RKO) and 'Over the Goal' (WB) with 'March of Time', satisfactory package at \$5,250.

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 Astor — 'Hurricane' (UA) (2d wk).
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 (Reviewed in VARIETY, Oct. 20)
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Music Hall — 'Stand-In' (UA).
 (Reviewed in VARIETY, Oct. 6)
Paramount — 'Ebb Tide' (Par) (17).
 (Reviewed in VARIETY, Oct. 13)

Rialto — 'Danger. Patrol' (RKO).
Rivoli — '52d St.' (UA) (2d wk).

Rox — 'Second Honeymoon' (20th) (2d wk).
Strand — 'It's Love I'm After' (WB) (2d wk).

Week of Nov. 25
 Astor — 'Hurricane' (UA) (3d wk).
Capitol — 'Firefly' (MG).
 (Reviewed in VARIETY, July 28)

Criterion — 'Barrier' (Par).
 (Reviewed in VARIETY, Nov. 3)
Music Hall — 'Nothing Sacred' (UA).
Paramount — 'Ebb Tide' (Par) (2d wk).

Rox — 'Merry-Go-Round of '38' (U).
 (Reviewed in VARIETY, Oct. 27)
Strand — 'Emile Zola' (WB) (2d wk).
 (Reviewed in VARIETY, June 30)

indicating \$6,700, average. Last week, 'Adventurous' (WB) (WB) finished better than expected, \$7,000 being earned of strength of holiday biz.

Loew's State (3.20; 25-35-50) — 'Conquest' (MG). Week-end boomed take to nice \$14,000. Last week, '52d Street' (UA) and 'Trapped by G-Men' (Col) \$13,200.

Majestic (Fay) (2.20; 25-35-50) — 'Love I'm After' (WB) and 'West of Shanghai' (Par). Sure \$7,800. Last week, 'Ali Baba' (20th) and 'Westland Case' (U) OK, but did badly to \$6,900.

Strand (Indie) (2.20; 25-35-50) — 'Angel' (Par) and 'Out on Parade' (Rep). This is problem show of the week; class entertainment for one thing and mildly received by press. May go to \$9,000. Last week, 'Truth' (Col) and 'Wrong Road' (Rep) \$10,200, well ahead of everything else in town.

Hippodrome (Rappaport) (2.20; 25-35-50) — 'Artistic' (WB) (2d wk). Leading the town's parade with a very punchy \$13,000, after a sockeroo first session at \$13,500.

Keith's (Schanberger) (2.50

Despite Comic Lineup, Loop Slumps; 'Love I'm After' Only 25G, Slim, Pal's 'Merry-Go-Round'-Chick Webb, 17G

Chicago, Nov. 16. Something has gone wrong with the loop all of a sudden. Business is in a sharp, though inexplicable, slump. Whether it's the epidemic of double features is quite another matter, the type of pictures being released or a general reaction on the part of the public is a matter of conjecture around town. An interesting facet to the picture business is the fact that the loop currently is almost completely comic in entertainment structure.

Chicago has 'Love I'm After,' Oriental (B&K) (1,200; 35-55-65-75) —'Alcatraz' (WB) (3d week). United Artists has 'Double Wedding,' Roosevelt (B&K) (1,500; 35-55-65-75) —'Alcatraz' (WB) (3d week), but they are in their third week in the loop. Only newcomer which isn't a comedy is 'Bad Guy' at the State-Lake.

And it's the State-Lake that is turning in the best business stride of the season. Started away on a whirlwind ride in the loop last week, with a wallowing grosser currently, 'Double Wedding' is surprisingly good at the UA.

Balaban & Katz changed pictures at the Oriental and Chicago on Thursday (11) to take advantage of the Armistice Day holiday, with the result that these regular seven-day houses are on the loop for the last week. Holiday didn't help much, however, with both houses not getting anything near the business that had been expected.

Long-runners 'Alcatraz' and 'Ali Baba' are exhibiting strength in their third weeks.

Estimates for This Week
—'Apollo' (B&K) (1,200; 35-55-65-75) —'Zola' (WB). Moved here after two weeks at the Chicago, okay at \$5,000. Last week 'Dr. Syn' (GB) turned in good \$5,000.

Chicago (B&K) (4,000; 35-55-75) —'Love I'm After' (WB) and stage show. Opened Thursday (11) to good notices, but business isn't keeping pace with the reviews. In eight days looks for only \$25,000, poor. Last week 'Zola' (WB) finished with good \$25,000 for its six-day finish of a hold-over.

Garlick (B&K) (900; 35-55-65-75) —'Alcatraz' (WB) (3d week). This one has been getting a steady stream of business. Reached end of last week and will hold to better than \$5,000 currently, excellent.

Oriental (B&K) (3,200; 35-55-75) —'Love I'm After' (WB) and stage show. Opened Thursday (11) to good notices, but business isn't keeping pace with the reviews. In eight days looks for only \$25,000, poor. Last week 'Zola' (WB) finished with good \$25,000 for its six-day finish of a hold-over.

Palace (RKO) (2,500; 35-55-65-75) —'Merry-Go-Round' (U) and vaude. Chick Webb orchestra heading on stage. Nothing much here currently and will have to be satisfied with \$17,000, fairly. Last week 'Victoria' (RKO) couldn't get any good notices and was held to \$17,500, so-so.

Roosevelt (B&K) (1,500; 35-55-65-75) 'Ali Baba' (20th) (3d week). Col. to only about \$7,500 this week (3d). Second week was \$14,000, excellent.

State-Lake (Jones) (2,700; 25-35-45-55) —'Bad Guy' (MG) and 'Walkie Night' (U) on stage. Headline for mighty \$16,000. Last week 'Wild, Woolly' (20th) net \$15,100.

United Artists (B&K-UA) (1,700; 35-55-75) —'Double Wedding' (MG). Started week at \$23,000 chance, rather exciting for its first week. Last week 'Bride Wore Red' (MG) faded quickly in second week and quit with \$10,500, meek.

DENVER GIVES 'ALI,' STAGE BILL \$10,500
Denver, Nov. 16. 'Ali Baba' tops the town by a wide margin and is being moved to the Aladdin after registering a few hold-overs at the Denver. 'Zola' strong over the weekend on the Aladdin and moves to the Broadway.

Because 'Back in Circulation' did the major part of the draw at the Paramount, it goes to the Rialto with a new feature, 'Double Wedding' okay in its second week.

Estimates for This Week
—'Aladdin' (Fox) (1,500; 25-40) —'Zola' (WB). After a week at the Denver, the Muni film is registering a nice \$3,000 here. Last week 'Dr. Syn' (GB) was good enough at \$4,000 to be taken to the Broadway for a second week.

Broadway (Fox) (1,500; 25-40) —'Dr. Syn' (GB). At the Rialto in previous week. Set for \$2,500, fine. Last week 'Heidi' (20th) was strong at \$2,500, and went to Rialto for a fourth week in its run.

Denham (Cockhill) (500; 25-35-40) —'Barrier' (Par). Fair \$5,500 indi-

cated. Last week 'Hold 'Em Navy' (Par) was passable at \$5,000.

Denver (Fox) (2,500; 25-35-50) —'Ali Baba' (UA), and stage bill. (WB) was slightly better than average at \$9,000 and went to the Aladdin for a second week.

Orpheum (RKO) (2,600; 25-35-40) —'Double Wedding' (MG) (2d week) and 'Annapolis Salute' (RKO). Riding along okay at \$5,500. Last week 'Double Wedding' (MG) on its opening week, and Saturday's 'Heroes' (RKO) were plenty strong at \$14,500.

Paramount (Fox) (2,000; 25-40) —'Back in Circulation' (WB) and 'Over the Hill' (WB). Nice enough with \$3,500. Last week 'West of Shanghai' (WB) and 'Dance Charlie' (WB) were okay at \$3,500.

Rialto (Fox) (900; 25-40) —'Heidi' (20th). After a week at each the Denver, Aladdin and Broadway, and 'That's My Story' (U). Hitting a good \$2,000. Last week 'Life Begins at College' (20th) after a week at the Denver, 'Dance Charlie' (WB) and 'Forever' (Col) were strong at \$2,000.

CANTOR-VAUDE PACING PEPPY HUB, \$32,000

Pic biz soared into current week with boom trade all around on opening day (Armistice Day) and held up through Saturday. Anticipation and night despite 'Rain' 'Ali Baba' with stage show is on top at the Met. 'Awful Truth' on dual bill at Loew's houses is hot, and Sally Rand on the Board of Trade is getting good biz. 'Hurricane' (UA) opens road show tonight (16) at Colonial.

Estimates for This Week
—'Boston' (RKO) (3,000; 35-55-75) —'Westland Case' (U) and Sally Rand on stage. Best in weeks, and aiming for strong \$25,000. Last week \$20,000 for 'Living on Love' (RKO) and 'Dance Charlie' (WB) (2d week).

Fenway (M&P) (1,400; 25-35-55) —'Barrier' (Par) and 'Hold 'Em Navy' (Par) dual. Okay with holiday boost around \$6,000. Last week \$9,000, very good, on 'Alcatraz' (WB) and 'Love at Work' (20th), double.

Hub (Grand) (900; 20-30-40) —'Mayerling' (Par). Turning in best take since house opened a few weeks ago and set for dandy \$10,000. Last week set \$3,800 for 'Atlantic Flight' (Mono) and 'Hideaway' (RKO) dual.

Memorial (RKO) (2,000; 25-40-55) —'Merry-Go-Round' (U) and 'Dinner at Ritz' (20th), dual. Fair \$17,000 in sight. Last week pale \$13,500 for 'Victoria' (RKO) and 'Girl with Ideas' (U), double.

Metropolitan (M&P) (4,300; 35-55-75) —'Ali Baba' (20th) and stage show headed by Minervitch band, Stoopnagle and 'Dance Charlie' (WB). Whirling the wicket toward big \$32,000. Last week fair \$21,000 for 'Specimen' (WB) and stage show topped by Mary Brian and Dave Apollo.

Orpheum (Loew) (2,900; 25-35-40-55) —'Truth' (Col) and 'Game That Kills' (Col), dual. Smashed \$19,000 on the horizon. Looks like certain holdover. Last week disappointing \$12,500 for second week of 'Zenda' (UA) and 'League of Frightened Men' (Col), double.

Paradise (M&P) (1,800; 25-35-55) —'Barrier' (Par) and 'Hold 'Em Navy' (Par), dual. Hypoed by holiday mob and otherwise sturdy at \$18,000. Last week \$15,500 for 'Alcatraz' (WB) and 'Love at Work' (20th), dual.

Scollay (M&P) (2,700; 25-35-40-50) —'Alcatraz' (WB) (2nd run) and 'Zola' (WB) (3d run). Very good and aimed at \$10,000. Last week good \$6,600 for 'Dead End' (UA) and 'Wife Doctor' (WB) (both 2nd run), double.

Soko (Loew) (3,300; 25-35-40-55) —'Truth' (Col) and 'Game That Kills' (Col), dual. Socked \$16,000. Last week anemic \$10,000 on 'Zenda' (UA) and 'League of Frightened Men' (Col), dual holdover.

'ALI' DUAL 18G, B'KLYN
Winter Biz Piling Up Blue Chips—'Souls at Sea' H'U, \$16,000

Brooklyn, Nov. 16. Winter is beginning in the City of Churches and downtown picture houses are feeling nice biz from shoppers and those nabbing a ride downtown to see a pic before it

plays the local emporium. 'Souls at Sea' is in second stanza at the Paramount. Albee also in the lead this week with 'Ali Baba.' Other houses doing fairly.

Estimates for This Week
—'Albee' (2,500; 25-35-55) —'Ali Baba' (20th) and 'Westland Case' (U) dual. Excellent \$18,000. Last week 'Star Door' (RKO) and 'Music' (RKO), dual. \$17,000. Last week 'Madame' (RKO) got first rate \$17,000.

Fox (4,000; 25-35-55) —'Garlick' (WB) and 'Hold 'Em Navy' (Par). Started for good \$12,000. Last week 'West of Shanghai' (Par) and 'Wrong Road' (Rep) okay at \$13,000.

Met (2,400; 25-35-55) —'Bride Wore Red' (MG) and 'Westbound Limited' (U) dual. Devish \$14,000. Last week 'Big City' (MG) and 'Madame X' (MG). Got good \$15,500.

Paramount (4,000; 25-35-55) —'Souls at Sea' (Par) and 'Bride for Henry' (Mono) (2nd week). Nice \$16,000 anticipated. First week punchy \$22,000.

Strand (2,000; 25-35-55) —'Murder in Greenwich Village' (Col) and 'Forever' (Col), dual. Hitting passable \$5,000. Last week 'Drummond at Bay' (Rep) and 'Lady Fights Back' (U) got okay \$5,000.

Chipper Lincoln Dishes Up \$1,800 for 'Truth,' 'Dallas' Nice \$3,500

Lincoln, Nov. 16. 'Awful Truth' started with prospects of a month's 'L' and 'G' business. Replacing the four-week run of 'Lost Horizon.' Latter got \$6,100 on the stage, \$1,300 the last week in a house with 'Hillbilly' (U). 'Dallas' is okay. 'Truth' should get \$1,800 or better this week.

'Dallas' is at the Stuart cutting a good story \$3,500. Last week 'Hillbilly' (U) and 'Dallas' (U) without vaude this weekend is so-so.

Estimates for This Week
—'Kitty' (Lincoln) (400; 15-20-25-30) —'Awful Truth' (Col). Going swell paced at \$1,800. Last week, fourth for 'Lost Horizon' (Col) \$1,800, good.

Lincoln (LTC) (1,200; 10-15) —'Tale of Two Cities' (MG) and 'Roll Along, Cowboy' (20th) split with 'High School Girl' (Indie). Okay \$950. Last week 'Hopalong Alamy' (Par) and 'Behind Mike' (U), all right, \$900.

Lincoln (LTC) (1,600; 10-20-25) —'Topper' (MG). Looks like nice \$3,500. Last week 'Hillbilly' (U) and 'Dallas' (U) moderately well, \$2,700.

Orpheum (LTC) (1,350; 15-20-25-40) —'40 Naughty Girls' (RKO) and 'Hillbilly' (U). Ambling along split with 'Music for Madame' (RKO) and 'Dance Charlie' (WB). Just fair \$1,100. Last week 'Dangerously Young' (20th) and vaude, 'Stork Club' (20th) and 'Music for Madame' (RKO) (2d week).

Stuart (LTC) (1,900; 10-25-40) —'Stella' (Lincoln) (MG). Ambling along good \$3,500. Last week 'Varsity Show' (WB) fair \$3,300.

Varsity (Westland) (1,100; 10-15) —'Hillbilly' (U) and 'Dallas' (U). Young Dynamite (Conn) split with 'Murder in Greenwich Village' (Col) and 'Renfrew' (GN). Okay \$1,100. Last week 'Trapped by G-Men' (Col) and 'Everybody Dances' (400) split with 'Thunder in City' (Col) and 'Boots of Destiny' (Col) satisfactory \$1,000.

Three-in-One Policy Paces Montreal, \$8,000

Montreal, Nov. 16. 'Firefly' repeat at Albee still leading up and will come near top again currently.

Loew's trying out quantity in business bill and looks to lead the town.

Estimates for This Week
—'Palace' (CT) (2,700; 50) —'Firefly' (MG) (2nd week). Still getting the crowds and aiming at \$10,000, after a handsome \$11,000 first week.

Capitol (CT) (2,700; 50) —'Angel' (Par) and 'This Way Please' (Par). Nice program behind good week-end week. Last week \$10,000. Last week 'Lancer Spy' (20th) and 'Wild and Woolly' (20th) hit a very substantial \$9,000.

Loew's (M.T.C.) (3,200; 50) —'Back in Circulation' (WB), 'Marry the Girl' (WB), and 'Eagle's Vengeance' (MG). New three-feature policy is attracting attention and to gross around \$10,000, very good. Last week 'Life of Party' (RKO) and 'Talk of Devil' (Regal-British), \$6,000 good.

Princess (CT) (2,300; 50) —'Madame X' (MG) and 'Fight for Your Lady' (RKO). Pointing to \$7,000, very good. Last week 'Music for Madame' (RKO) and 'Borneo' (20th) nice \$6,500.

Orpheum (Ind) (1,100; 50) —'Stella Dallas' (UA) (3rd week). Still getting good play. Should hit around \$3,500. Last week 'Hillbilly' (U) and 'Dallas' (U) (2d week). Holding about same figure as last week at \$1,500, good enough.

Palace (CT) (2,700; 50) —'The Lady of the Pique' and 'Le Capitaine de la Colonne'. Should give \$6,000, good average. Last week publicity 'man with a gun' on 'Saratoga' (2d week). Last week 'La Reine des Resquiseuses'.

Broadway Biz Not What Hoped For, But 'Love I'm After' a Swanky 40G; 'Hurricane' \$17,000, 'Truth' 85G, 2d

Business generally on Broadway is nothing to write anyone about unless it's to caution the studios to watch those costs, now that fall grosses are under expectations. Exceptions among several new pictures are 'I's Love I'm After,' at the Strand on a pop grind, and 'The Hurricane,' which is \$2-ing at the Astor.

Both of these pictures, as well as others, should normally be doing better. This is especially true since they had the benefit of the Armistice day holiday on getaways and despite the week-end weather. On Saturday (13) an all-day downpour gave the box offices a bad soaking, while on Sunday the weather was too nice. If it isn't one thing, it's another. No fewer than 12,000 people were drawn Sunday (14) by the Babe Ruth-John Montague golf game. Then there's the football bug-aboo.

'Love I'm After' is pushing for a possible smash \$40,000 and there's no complaint here, even if with different conditions the week's gross might have been over \$45,000. 'Hurricane' finished its first full week last night (Tues.) at \$17,000, very good, considering everything. Astor, where nestling, is scaled at \$19,500 capacity, but has held about \$1,500 under capacity. Saturday and Sunday (13-14) were S.R.O., however, plus some standees Sunday night.

Evening business is stronger than the matinee. Sam Goldwyn has house for four weeks and options. 'Second Honeymoon' is far from big at the Roxy, but at \$42,000 or

bit over will show a fair profit. It's a picture over. Except for 'Awful Truth,' the holdovers are off together with other first runs, most disappointing of which is '32nd Street.' Latter, which hit the Roxy Saturday morning (13), will be about \$17,000 maximum, which means that a hold-over, as planned, is forced.

Other first runs are 'Night Club Social' (U), 'The Orient Express' about \$5,000, poor; 'Dr. Syn,' Globe tenant, maybe \$3,000, fair; 'Murder on Diamond Row' at Rialto, probably \$7,400, pretty good; and two new ones at the Central, 'Million Dollar Racket' and 'Blazing Barriers,' \$5,000, tolerable.

'Awful Truth' managed \$29,000 on its first week at the Music Hall, and is holding well, with aid of Armistice day, to around \$85,000 this week (2). 'Conquest' is not so fortunate in its holdover. Getting a fine \$48,000 last week (1st) it is slipping on the hold-over to only around \$27,000 and out tonight (Wed.). Second week for 'The Love of Life' (U) is about \$28,000 and out.

The holdovers among new pictures are 'Love of Life' (U), 'The Second Honeymoon' (U), 'Hurricane' and '32nd Street,' while major openings are 'Ebb Tide' and 'Bunny Berigan' band, plus Frances Langford at the Par to open 'The Love of Life' at the Music Hall and 'Live, Love and Learn' at Cap tomorrow (Thurs.).

Estimates for This Week
—'Astor' (1,012; 55-110-165-220) —'Hurricane' (Goldwyn-UA) (2d week). Not as big as matinee as evenings, but close to capacity, as scaled, at \$17,000 first week ending last night (Tues.). Capacity, every seat taken in performances, \$19,500. In four weeks and options.

Capitol (4,520; 25-35-55-85-125) —'Conquest' (MG) (2d-final week). Slackened pace sharply on holdover, about \$27,000, being answer after strong initial week's take of \$10,000. 'Live, Love and Learn' (MG) tomorrow (Thurs.).

Central (1,000; 25-35-40-55) —'The Love of Life' (U) and 'Blazing Barriers' (Mono), both 1st run, dual. New policy here just doing fairly, about \$5,000 this week. Last week \$4,000, but to same extent as with 'Thanks for Listening' (Syn) and 'Drums of Destiny' (Trio).

Criterion (1,662; 25-40-55) —'Night Club Social' (U). In vicinity of \$5,000 will be the result with this B. poor. Last week 'Hold 'Em Navy' (Par) got around \$7,500, mid-grade.

Syn (GB) (1,000; 25-40-55-65) —'Dr. Syn' (GB). A little name, wide grade, a bit for possible \$8,000, fair. Last week 'Boots and Saddles' (Rep), under \$7,000, better than expected.

Stella (1,700; 25-40-55) —'Star Door' (RKO) (2d run) and 'Love on Air' (WB) (1st run), dual. 'Door' responsible for majority of good gross over \$10,000 or over \$10,000. Was found for 'Life Begins at College' (20th) (2d run) and 'Hot Water' (20th) (1st run).

Paramount (1,064; 25-35-55-85-99) —'Angel' (Par) and Tommy Dorsey band (2d-final week). Off at \$28,000 on second week ending last night (Tues.) after initial week's take of \$38,000. Last week \$10,000. Replaced today (Wed.) by 'Ebb Tide' (Par) and the Bunny Berigan band, plus Frances Langford.

Bad Girl (1,680; 40-60-85-99-165) —'Awful Truth' (Col) and stage show. No word-beater here but good profit at \$92,000 last week (1st) and \$48,000 this week (2d). Tomorrow (Thurs.), house brings 'Stand-In' (UA) to its screen, followed Thanksgiving (25) by 'Nothing Sacred' (UA).

Rialto (2,092; 25-35-75-85-99) —'32nd Street' (UA) (1st week). They're passing this one up, only about \$17,000. First week \$17,000, due to scarcity of product. 'Lancer Spy' (20th) went three days on a second week, getting only \$4,000 for that no-riod, blah. First week only \$17,500. Last week \$18,500. Second week \$18,500. (20th) and stage show. Under hopes with Tyrone Power-Loretta Young names but at \$12,000 or over good enough to go to a second week. As house is now scaled 'this' is not a big profit. Last week 'Heidi' (20th) got less than it deserved but a okay price at \$14,500.

Strand (2,767; 25-55-75) —'I's Love I'm After' (WB). Town's best grosser though conditions are holding it from going more than a possible \$40,000. Last week \$18,500. Last week \$18,500 on holdover (2d week) of 'Perfect Specimen' (WB), under \$17,000, a little disappointing but satisfactory price. Last week 'Perfect Specimen' (WB) \$14,000, big.

Shubert (RKO) (2,150; 35-42) —'Firefly' (MG). Aided by hefty publicity 'man with a gun' at \$20,000. Last week \$11,000. Last week 'Zola' (WB) (3d week), \$3,500, fair.

Calif. State Probe Into IATSE Brings In CIO; Also Al Capone

Hollywood, Nov. 16. Correspondence of Harry Bridges, Coast CIO leader, which was read into the records Monday in the State's quiz into IATSE, is taken to indicate the investigation may have been instigated by those interested in seeing John L. Lewis' organization gain a foothold in the picture studios.

Letter to Bridges, from Irwin P. Hentschel, read: "Rank and file are looking to industrial unionism and the CIO for aid to gain autonomy for IA members." Hentschel wrote of difficulty in getting local CIO leaders interested in drive to organize studio workers. S. B. Newman, IA international rep, called the State's action a move of locals being taken over by the International when membership dropped off to nothing, after the disastrous strike three years ago. Asked if he had heard the name of William Bioff, personal rep for George E. Browne, IA president, mentioned in connection with the murder of Tom Maloy, Chicago unionist, Newman replied: "Not to my knowledge." IA attorney Isaac Pach's objections brought an end to this line of questioning.

Revealed at hearing that the IA studio membership is around 10,000 active and 2,000 on waiting list. Total membership in U.S. and Canada said to approximate 150,000.

Robert Montgomery, Screen Actors' Guild leader, is called as a witness later today (Tuesday). Guild board is expected to act on a wire from the membership group urging the Actors' Directors and Writers Guilds to support the state assembly's investigation of the IATSE. Wire read, "Committee of state assembly is investigating charges of alleged racketeering and racketeering IATSE officials. We feel that as citizens we should support this committee which is attempting to achieve for people of this state what Thomas E. Dewey accomplished for people of N. Y. Moreover, as members of the Screen Actors Guild, whose integrity has been assailed and whose jurisdiction is threatened by IATSE officials, we should be doubly aware of necessity of backing this investigation. We urge board and inter-talent council to express publicly their support of committee."

Capone's Name Mentioned
Names of Scarface Al Capone, arch-racketeer now in Alcatraz federal penitentiary, and Tom Maloy, former Chicago labor agent, were brought into the investigation of the International Alliance of Theatrical Stage Employees before the California assembly legislative committee investigating activities of IATSE. George E. Browne, IA prez, was stated under oath by Stephen B. Newman, international representative, to receive a salary of \$20,000 a year plus expenses. Harland Holmden, international vice-pres, stationed in Hollywood, receives \$10,000 a year plus \$18 a day and expenses. Newman himself is paid \$110 a week plus \$12 a day expenses on occasion, he testified.

Newman denied knowing anything of any business connection between Browne and Capone, but admitted that Maloy, who was slain in a Chicago gang war six years ago, had been an official of IATSE with Browne in Chicago at one time.

Irwin P. Hentschel, of Burbank, who has a suit before the L. A. superior court now attacking IATSE, was a witness before the committee and testified that IA had conducted its affairs in respect of studio labor in a high-handed and dictatorial manner.

Neblett's Coleridge
Col. Clayton Adams and Capt. William C. Silliman, of the law office of Col. William H. Neblett, former law partner of Senator McAdoo, are investigators for the committee, which was appointed by Speaker William Moseley Jones, also of the Neblett office.

Assemblyman Dawson of the investigating committee told Hentschel and his counsel, Carey McWilliams, that in his (Dawson's) opinion, the committee had been intentionally placed in the spot of passing on its affairs in respect of studio labor in a high-handed and dictatorial manner.

Los Angeles Central Labor Council, affiliated with the American

AFM Move to Abolish Film Sound Libraries

Hollywood, Nov. 16. Pat Casey and Joseph M. Weber will huddle in New York the last of the month on the demand of the American Federation of Musicians for abolition of film sound libraries and the employment of orchestras on B pictures.

Move is part of AFM's drive to diminish unemployment among musicians.

Casey and Weber were on the verge of getting together several times the past summer in N. Y. to discuss this subject but Weber was so pressed by the radio station problem that it was decided to defer the matter until the broadcast situation had been ironed out.

ACADEMY AWARD FOR NEWSREELS THIS YEAR

Campaign has been inaugurated to have the Academy of M. P. Arts and Sciences and Screen Actors Guild include the newsreels when it makes its annual 1937 awards.

March of Time last year was designated as having contributed to improvement in newsreels during 1936 and a special award was made. Newsreels complained that this was leaving them out in the cold; that M. of T. was not a newsreel; and some charged that this reel had no influence on the newsreels.

Present drive would have the award made to the newsreel contributing the best story during the year, in order to encourage competition among the five reels.

Soundmen in A.F.L.

Theatre sound men have organized the Society of Sound Engineers and have applied to the IATSE for an A.F. L. charter. So far, the IATSE determination on the matter has not been revealed. The application was filed several weeks ago.

Sound engineers in theatres over the country, it is understood, are members of the newly formed group.

Federation of Labor, charged that there is collusion between the committee and the Committee for Industrial Organization. Chairman Richie of the committee retorted that two of the committee members are AFL members, including himself, and that the body is impartial.

IATSE Men Called

IATSE officials expected to testify include Harland Holmden, international v.p.; William Bioff, personal rep for George E. Browne, IA prez; Stephen B. Newman, international representative; and Sidney Criegan, general auditor. Others to be called include Robert Montgomery, president of the Screen Actors Guild, Louis B. Mayer, Pat Casey and other industry tops.

Producers last week renewed their offer to turn over operation of Central Casting Corp. to the SAG as the result of complaints that many extras are unable to earn a living wage. No one believes SAG will accept the proffer due to the high cost of maintaining CCC, also because the Guild would have to change its fundamental legal setup in order to do so. Annual cost of CCC to the producers runs around \$150,000.

Brief strike at Columbia resulting in some production confusion was quickly washed up and time lost due to the interruption was made up through the week.

SAG Purges Extras

SAG now is engaged in having a purge to reduce its membership down to legitimate numbers so that all will be able to earn a living. First lopped off will be extras delinquent in paying their dues, including several hundred players. Also, hundreds of children are being dropped from the top of around 9,000 to 3,000 or 4,000, with further means of accomplishing this to be decided by a committee composed of Kai Schmidt, Eric Alden and Clayton Jones. Work is available currently for an average of around 500 players daily.

Really Meant It

Hollywood, Nov. 16. Marie Bodie, dancer, doing a terp hula routine in "Hawaii Calls" for Sol Lesser, threw her hip out of joint while shaking out a hot sequence and had to be given emergency treatment on the set.

NOT GUILTY IN THEATRE BINGO

Philadelphia, Nov. 16. Ray O'Rourke, proprietor of the Doris, was acquitted by a jury last Tuesday (9) of charges growing out of operation of a bingo game at his theatre. He was accused of running an illegal lottery.

O'Rourke and five other house owners were pinched a couple years ago in sudden police drive on the bingo gamblers. All the other cases were quashed or thrown out of court except O'Rourke's. He had his postponed several times awaiting a decision in another court on the general legality of the game.

Judge Harry S. McDevitt has had the other suit for several months now without giving a decision and there is strong possibility that O'Rourke may never be handed down.

Tired of the charges hanging over him O'Rourke finally decided to let his case go to court last week. His attorney, James Masterson, argued that there was no lottery involved inasmuch as customers had paid nothing to play the games. Furthermore, he pointed out, anyone could play out in the lobby without paying admittance at all.

O'Rourke maintained that to find him guilty of the charges would be prejudice because the games are being played in hundreds of other houses throughout the state.

The jury of seven men and five women (many of whom were regular bingo patrons) brought back the not guilty verdict.

Camera Heater Curbs

Delay in Frigid Shots

Hollywood, Nov. 16. Ed Tiffany, Grand National's camera head, is the inventor of an automatic device for heating film cameras and doing away with difficulties heretofore experienced in shooting on outdoor locations in zero weather. Invention had its initial test in shooting footage on "The Barrier," Harry Sherman, Paramount release in the frigid country around Mt. Baker this autumn. On this occasion it is credited with preventing costly delays.

Pix Editors Tilted

Hollywood, Nov. 16. Producers on Monday night (15) signed a pact with the Society of Motion Picture Film Editors, guaranteeing feature editors \$100 weekly minimum and \$75 for cutters on shorts.

Assistant cutters draw 10% wage increases.

Warners and Musicians' Showdown In Philly Due Tomorrow (Thurs.)

Philadelphia, Nov. 16. First meeting to consider the highly-explosive situation between Warner Bros. circuit and Musicians' Local is set for Thursday (18). A. A. Tomei, prez of the tooters, will meet with Ted Schlanger and Dave Weshner, WB execs, to talk turkey on new terms for next year.

Whole town has its fingers in its ear, waiting for the fireworks to go off. There may, however, be a surprise, with Tomei in a very conciliatory mood due to the fact that he's running for reelection Dec. 2 and some of his own men even feel he's been a little too tough.

Principal subject of discussion will be the orch at the Fox theatre. House dropped, vaude last spring and has had no use for a band ever since. Warners hasn't hedged on fact they'd like to get rid of it.

However, they do need a band in the Earle, which is doing fifty biz with flesh shows. House is a dead

National Minimum Wage and Hour Laws May Mean Boosted Payrolls For Small Ops; Won't Affect Chains

With several states, including New York, Pennsylvania and Michigan, using special boards on labor or wage-hour matters and Congress likely to pass on wage-and-hour legislation at the present special session, a larger payroll looms for small theatre operators and independent circuits in the near future.

Larger theatres and major circuits currently are operating well within a proposed minimum of work hours or stipulation as to wages. Hence, few if any of them can see where wage-hour legislation or state regulation will alter their present payroll lineup, or change working hours

so that additional employees would have to be placed at work.

Present indications are that any Federal wage-hour law would provide a flat minimum wage, with differential for the Southern states, and a limit on the number of hours an employee shall work. Any wage minimum around \$12 or \$14, and a 44-hour week, would not interfere with current circuit operations or big theatre payrolls. If anything, it would tend to lower wages for non-union workers and extend their working hours.

No states thus far have placed in effect drastic wage-and-hour laws for the simple reason that they fear industries affected would move to other nearby states. Which is one of the main reasons why there is a big movement on for a national wage-hour measure.

BLANK'S 25TH ANNI BE SIGNALIZED DEC. 9

A. H. Blank, pioneer theatre operator and one of the more important of the partners in the vast Paramount chain, celebrates his 25th year as an exhibitor Dec. 9, with plans being laid for observance of his quarter century as a showman. In connection with the 25th anniversary the Blank circuit is staging an affair Dec. 9 in Des Moines which is expected to be attended by top executives of Par as well as those of other companies dealing with the midwestern chain. Blank, now a 50-50 permanent partner in Paramount, has over 75 theatres in Iowa, Nebraska and Illinois.

Ralph Branton, g.m. for Blank, is in charge of the anniversary party.

N.Y. Par's Must-See

Idea; Familiarize Pix

A plan is being worked out by Paramount to issue a pass to the Paramount, N. Y., on each picture playing house to all employees of the home office. On such personal passes there will be a 10c service charge by the theatre, this money to go into a special fund for the benefit of employees and their families.

About 750 persons will receive the passes, good for two, but one restriction will be that when pictures are held over at the N. Y. Par the employees are to go on the final week, whether second, third or fourth. In addition to the benefits that will accrue through the fund receiving the service charges on the passes, all employees will become more familiar with Par product through seeing all the pictures exhibited at the New York house.

The fund alone should net around \$3,000 yearly from the 10c service fees.

Up to now a small portion of personnel, mostly executives, have passes to the Paramount. In all other companies it's that way, too.

Oklahoma's Law

Oklahoma City, Nov. 16.

Wage-hour rulings for 1938 may be made for the film business in this state shortly. Legislation is being introduced to set wages and hours for employees in each industry, after both sides are heard. State exhibitors do not expect much of a break because rulings in other industries have gone against recommendations of employers.

Hearings would affect only non-union workers, including ushers, doormen and managers. Circuit wages and hours generally are okay. Here, cashiers get \$14 to \$15; doormen, \$12.50, and ushers, \$11, on two-per-day shift basis. Figures vary in other localities.

Smaller exhibitors in towns and lesser cities will be hit the most on any new wage-hour setup, according to present indications. Right now it looks like the industry might face some raises and trimming of working hours.

Philadelphia, Nov. 16.

Theatre industry will get a hearing before Pennsylvania Labor and Industry Department Friday (19) on its request for exemption from the 44-hour-week bill, which goes into effect here Dec. 1.

Measure, which applies to all industries in 5 1/2 days. United Motion Picture Theatre Owners will not object to 44-hour provision, but will ask that time be extended over six days.

George P. Aarons, secretary and counsel of the organization, will present the argument. Hearings were originally scheduled for Friday.

New Limitations Against U. S. Distribs Being Framed in France

Paris, Nov. 5.

Old bugaboo of new laws and restrictions harmful to American film interests in France has appeared again, with all the threat it held before the French-American trade treaty came effective.

Although treaty terms stipulate that American films are to be accorded no less favorable treatment than when it went into force, there are strong feelings already out to discover means of side-stepping it.

One and probably two parliamentary bills now are taking form and may come to life as soon as their backers think they have a chance of being passed by the Chamber and Senate.

The first is that framed by Jean Zay, minister of National Education. Although complete terms have not yet been worked out, he has already obtained permission of the cabinet to present it. Complete secrecy has surrounded what the bill contains, but well-informed sources state it will carry, if presented in any language like its present form, the following ideas:

(1). A definite statute placing the French cinema industry on a more sound footing than it now holds in regulatory laws.

(2). Creation of a central committee or control body which would handle all collections for distributors throughout the country. This would mean that American concerns, instead of handling their own business, would have to deal with the control body. This measure would also include supervision of collections from theaters.

(3). Possibility of a clause requiring the single feature program throughout the country. Either that, or, put a limit on the length of film that can be offered on one complete program—making it short enough to make impossible to show two features.

Zay has also gone on record as being favorable to an idea which would make it possible for the better films to be exempt from a certain percentage of the taxes now imposed.

Recently he intimated that his bill would be ready in a month's time, stating "it is necessary to purify the French cinema industry."

Besides what Zay may do, there still remains the Cinema Commission of the Chamber which Jean-Michel Renaitour heads. This body has made a study of the industry and also has a great many ideas of how its ills may be cured. Whether it will present a separate bill is not yet known, but Renaitour has made it clear what some of the measures the commission thinks it advisable to take.

Like Zay, it is also for the exemption from tax idea, which is a form of subsidy in reverse with the central control body to handle collections, which Renaitour believes would stop abuses and bring in all money due the state. Renaitour would go so far as to have all cinema tickets printed in a central shop and have them numbered like lottery tickets.

The commission would also like to see a new system of censorship introduced, but this would mainly affect French films. French producers would then have to get a visa for a scenario before beginning production and only films which were of the best type and help to propagandize France would be allowed to be exported.

If the single feature program measure is ever adopted it means the loss of 70% of U. S. distributors' business.

Of all the ideas most of them are aimed at foreign films being shown in France, which means American to the greatest extent.

Whether these measures, if passed, ever could be put in effect without a clear break of treaty terms has yet to be seen.

Perkins of Par in N. Y.

J. E. Perkins, foreign representative for Paramount at Shanghai, arrived in N. Y. Monday (15) from the Coast. He will be here for several weeks for confabs. Perkins only recently arrived in San Francisco from China.

No decision has been reached to fill vacancy caused by the recent death of Tom Cochrane, foreign chief in Japan-China-Philippines territory.

Top Budapest Producers In Financial Trouble

Budapest, Nov. 8.

Hirsch and Tsuk, picture producers, distributors and owners of Kamara theatre, have stopped payments and are negotiating with creditors. They probably will be able to come to a peaceful settlement and regain their good standing in the trade.

Hirsch and Tsuk made two of the best Hungarian pictures last year, 'Gold Man' and 'New Squire.'

Hungarian National Theatre Celebrates 100 Years Existence

Budapest, Nov. 8.

National theatre celebrated its centenary here with real pomp. Performance of the program with which the theatre opened 100 years ago, a session at the Academy of Sciences, a dinner and official reception were among the celebrations.

The National theatre was built out of endowments and funds collected from the people. National is state subsidized and not a paying concern, although often playing capacity. Tickets are cheap. They do repertory and modern plays with a sprinkling of classics, Hungarian and foreign. Shakespeare is a big money-maker and used frequently.

Magyar theatre, celebrating its 40th anniversary at the same time, also considers Shakespeare good, and put on 'Richard III' as a jubilee production.

M-G's 2D 'RASPUTIN' LIBEL SETTLEMENT

London, Nov. 16.

Second successful libel action which grew out of Metro's 'Rasputin' was settled in favor of the plaintiffs, Prince and Princess Alexis Pavlovich Chegodieff, in high court Monday (15). Terms of the settlement were not disclosed.

Both plaintiffs contended that the film libeled them in character portrayals of Prince Paul Chegodieff and his wife. Counsel Norman Birkett charged that film represented the prince as having been connected with the murder of Rasputin and that the representation of the Princess "constituted the gravest libel."

Birkett stated that Metro offered acceptable terms and added that the company had expressed sincere regret for the unintentional use of a name similar to that of the plaintiffs, on whom no reflection was intended when the picture was shown.

Other action was brought three years ago in 1932 by Princess Irina Yousouffoff, who received \$250,000 in settlement of her libel claims against 'Rasputin' the Mad Monk. Suit, said to have resulted in the highest libel settlement ever paid, was handled by Fanny Holtzman, American Portia.

'Bengal Lancer' Finally OK'd for Italian Release

Permission finally has been granted to Paramount to release 'Lives of a Bengal Lancer' in Italy. For nearly two years that okay has been held up since originally fixed for Italian release.

Par sent 'Lancer' to Italy when picture originally was approved. After dubbing it in Italian, but before it could be released, Ethiopian campaign got under way, changing entire setup. Apparently, the saga of an English trooper was not deemed proper fare at the time, because a certificate was refused.

Melbourne Quota Stalemate

Melbourne, Oct. 28.

Victorian government is not bothering at all with Quota Act as brought in some time ago.

Public not bothering either to subscribe to production units attempting to break into the field.

NO. 1 ITALIAN LEGIT CO. BACK AFTER S. A. TOUR

Rome, Nov. 8.

The Renzo Ricci-Laura Andani company, recently returned from a tour of South American theatres, was given the honor of inaugurating the official legitimate season at Rome's No. 1 legit house, the Argentina, in Shakespeare's 'Taming of the Shrew.' Legit season opening here is an official function.

Ricci-Andani company was directed by Antonio Giulio Bragaglia on its S. A. tour. During coming legitimate season it will be directed by Luciano Ramo, Guido Salvini, Ernesto Sabbatini and by the leading man, Renzo Ricci. Plan to produce 'High Mountains,' by Salvatore Gotta; 'Napoleon Alone,' by Paul Raynal, and 'The Man Under Water,' by Enrico Bassano.

Ceremonies initiating the official legit season, similar to the ceremony here, were held at same time in other Italian cities. Pirandello's 'Think of It, Jack' ushered in season at Turin, and his 'Joy of Honesty,' at Venice. At Milan Forzano's 'Villafranca' was presented, and at Genoa, Goldoni's 'The Liars.' Naples started with Romualdi's 'The Little King.'

There are several new plays planned for this season among which are 'Even in Chicago the Violets Bloom,' 'Bauzichini,' 'The Stars Laugh' and three new plays by Ugo Betti, 'One Lovely Sunday in September,' 'Our Dream' and 'A Little White Lie.'

British Nabe Newsreel Chain Folds; Lost Coin

London, Nov. 9.

Unsuccessful attempt to build up a chain of newsreel theatres in the sticks is revealed in annual report of the board of Capital & Provincial News Theatres, organization controlled by Norman Hubert, M.P., which operates small houses in the West End and elsewhere.

Aside from a small theatre off Piccadilly Circus, company's main ventures are at stations of main railways where business is okay. Company theatres started at Portsmouth, Southampton, and Tooting, South London downtown section did so badly that Hubert sublet them.

On the successful group, C. & P. earned profit of about \$50,000 last year but it lost nearly \$43,000 on bad site spots, eventually finishing \$21,000 in red.

Company has decided to concentrate on theatres in populated spots.

Gracie Fields Being Set for Aussie Tour

Sydney, Nov. 2.

Charles Munro, of Hoyts, is dickering with Gracie Fields to tour of Australia and New Zealand. Providing suitable terms can be arranged, the British femme will make the trip early next year.

Munro said his circuit is willing to play big stage acts from time to time with films when of international importance.

'Cavalier' Folds

London, Nov. 16.

'Laughing Cavalier' closes at the Adelphi, Nov. 20, after one month here. William Mollison produced the romantic musical by Reginald Arkell.

'Ninety Sail,' originally produced by Miles Malleon in the provinces, is now being reproduced with a different cast owing to Malleon's film commitments. Show is being taken off the road for a fortnight and then goes to Sharnbury for week of Nov. 22, replacing Stanley Lupino's 'Crazy Days.'

Flu Halts Jannings' Tour

Berlin, Nov. 8.

At the start of his tour of Scandinavian countries, to p.a. his last season's prize winner, 'The Ruler,' Emil Jannings was stricken with flu.

King Gustaf of Sweden had granted him an audience, but it was cancelled because of this sickness. Emil was attended by the King's own private doctor.

Paralysis Outbreak Hits Victoria Biz

Melbourne, Nov. 8.

After a couple weeks' lull, infantile paralysis is spreading again in Victoria. With new cases reported at the weekend it looks as though the b. o. will again take a beating.

City shows have been on upbeat, but matinees are off. Parents will not take any risk with youngsters attending shows, and as a result theatres are suffering throughout state. One theatre playing a British feature got only \$105 during one-day date.

With the big racing carnival due soon, it is expected that city biz will pick up despite outbreak, but nabe operators will not benefit.

During the last three months all exhibitors have suffered, with losses running into thousands.

Denmark Restricts Cinema Earnings To \$4,000 for Each House

Copenhagen, Nov. 3.

Hitherto the life of Danish cinema owners has been a happy one. The state appoints the men, who are allowed to have a cinema and use a system that gives licenses to all people (politicians, retired actors, rich widows)—except film people.

The cinemas are few, the rentals fixed (30% is paid in rental for all films), the seats are horrible, but nevertheless the cinemas are full almost every evening in gay Copenhagen. There are only about 40 houses for the almost 900,000 inhabitants. Most cinema owners earned 30,000 to 100,000 kroner net (\$10,000-\$20,000) without much trouble.

But now the government has changed its mind. From next year no one can earn more than 20,000 kroner (\$4,000) net per year, and several new cinemas are being erected. Two licenses have been given to retired legitimate theatre directors who have lost everything, one to a captain, who lost a lot of money on a classical open-air theatre and one will be given to a journalist on the government newspaper.

NAZI-JAP ACCORD ON FILMS NOW OFFICIAL

International Cinema Association of Japan has signed an agreement effective for one year with a representative of the German Propaganda Ministry providing for the exchange of cultural and educational films between the two countries. Part comes on the heels of the recent Nazi-Japanese anti-Communist accord and is further indication of the intimacy between the two nations.

Germany is also negotiating with an Austrian delegation concerning 1938 payments to Austrian film industry. Present agreement expiring Dec. 31, 1937, stipulated 500,000 reichsmarks were to be transferred monthly to the Austrian National Bank for German commitments to Austrian picture companies. Amount was boosted to 100,000 reichsmarks monthly for second half of 1937. Payments are said to be coming through regularly.

668 QUOTA DEFAULTS

English Exhibitor Defections 200 Times Greater Than Distributors

London, Nov. 8.

Total of 668 defaults by exhibitors on their quota in the last three years was reported in the House of Commons by Captain Evan Wallace, Parliamentary Secretary to the Board of Trade, answering a query. During the equivalent period for distributors there had been 30 defaults by the latter, it also was revealed.

Steve Evans Clicks Big, Ditto Kimberly and Page

London, Nov. 16.

Steve Evans, splendid novelty appearing at the Holborn, has already been extended long beyond original time.

He was brought over for six weeks of independent days and was immediately given 12 weeks with General Theatres and Moss Empires circuits. Kimberly and Page, vaudeurs, made their first night appearance at the Chez Henri (15). Pair were sensational in new location.

S. Wales Quota Due; to Force Yanks in Line

Sydney, Nov. 2.

Government of New South Wales is expected to act soon on the quota and other matters affecting the picture business. Reported that the Film Board of Trade and the Motion Picture Distributors Association both favor restricting the issuance of theatre licenses in sections already over-quota.

Probable that the government also will take action on the same question in an attempt to protect the small indie exhibitors. It is also learned that the government may introduce a 25% right of rejection on foreign pix in favor of local and British product. But latest indications are that an Empire quota is not likely at present.

Quick action is expected on the local quota question to bring the Americans into line for failing to assist production in New South Wales. Powerful interests are applying pressure on the government, demanding action be taken soon to prevent the Americans from dodging their obligations under the act.

Unofficial information has the government being pressed to carry out the following suggestions: To enforce the quota to the limit; increase taxation upon Americans; make 25% rejection clause operative; prevent over-seating; regulate investments of U. S. citizens in American distribut units.

Understood these suggestions are aimed at preventing Americans from becoming stronger in N. S. Wales, as well as keeping American finance within a specific limit. However, many admit some of the suggestions are too drastic, and that the government will think twice before taking any action towards lowering the revenue now obtained, by the government, from U. S. firms operating here.

It now looks like a sure bet that before many weeks the government will tighten up the Quota Act and force the Americans to aid local producers establish a home industry. Pressure is too strong this time for the government to sidestep the issue as was done recently.

Many important huddles have taken place within the Motion Picture Distributors Association during the past few weeks, and several conferences have been held by parties interested parties with the Premier of N. S. Wales (Mr. Stevens). American distribut are aware that some action is in the wind.

Fortunately an election campaign is under way and until this is settled nothing definite will be known on what the government intends doing as regards the quota enforcement.

Sydney, Nov. 8.

Federal government was returned to power in the Commonwealth elections last week. Joe Lyons will remain as prime minister. Makes his third term, and third defeat of Labor party.

Whether victory will mean anything to the picture biz remains to be seen, though for some time it was thought that if the party remained in power there was possibility of an Empire Quota being introduced.

BERLIN TRIES OFFICIAL PRESSURE ON RENTALS

Berlin, Nov. 8.

Since the Third Reich has made up its mind to produce bigger and better films, producer expenditures have gone up accordingly. Since this affects distribution prices, Dr. Lehnisch, State Commissioner, has decided to regulate matters. Before the rental price of a picture can be raised above the definite sum already set for the year 1937-38, a special okay has to be given by him.

This new decree affects not only the new productions, but those which have been shelved for more than a year. The Film Chamber has a little way of bestowing favors upon the smaller houses in the form of diminished taxes on the receipts. Should the exhib try to avoid those films with the upper rentals, the Film Chamber regulates by withdrawing the tax reductions.

'DIVORCED' QUOTA HITS U.S.

U. S. Distributors Successful In Balking Jap Film Combine

Tokyo, Nov. 8.

Foreign film distributors and producers of Chinese pictures from all appearances have the new Manchoukuo motion picture monopoly on the run. After buying all available Japanese product and taking options on all Jap-controlled European films, monopoly still finds there isn't enough by a wide margin to service territory.

Shortage results from the fact that American majors apparently have agreed not to sell to the monopoly, plus the fact that Sino-Jap hostilities in Shanghai have stopped all production activities there. In the past these two sources have supplied about 80% of the product used in Manchoukuo. Even assuming that Jap subjects can be forced into 50% more spots than heretofore, the monopoly will still have a long way to go supplying the market. Most theatres in the territory are patronized by Chinese and exhibitors say they don't understand the Jap films as well as they do the American and Chinese.

In order to plug the gap, the Manchoukuo Motion Pix Assn. is building temporary sound stages and installing equipment for turning out some quickies. Work was started last week in recruiting 30 native actors to play in productions. Idea is to continue such production work until permanent studios, now under construction, are completed late next year. Outfit claims that the new permanent studios will be able to care for all requirements on Chinese films.

That the American companies mean business in their stand against doing biz with the monopoly is evidenced by the fact that all either have or are now in process of liquidating their affairs and closing all offices in Manchoukuo.

Understood that Japanese distributors of European subjects are shying at doing biz with the monopoly because the cost of titling and other preparatory work is excessive as compared to possible income.

HIGH TAX ON DUPES MULLED BY JAPAN

Tokyo, Nov. 8.

Certain departments of the government are mulling the idea of an excessively high tax on all dupe prints imported in the future, if and when the present import ban on foreign flickers is lifted.

Purpose is to force all importers to make titled dupes here, thereby forcing use of Japan-made raw stock and building up lab facilities. Present stumbling block, which officials are trying to hurdle, is the matter of making dupe tilters. Japan doesn't manufacture the required stock and labs here can't handle the work. Will probably wind up by exempting tilters.

Austrians Try Color

Vienna, Nov. 8.

After short close-down, Rosenhugel ateliers has reopened. Karl Lamac is producing film 'Enchanting Theatre' with Martha Eggerth in leading role with Fritz Doogan of Holland to play opposite. Schoenbrunn ateliers is working on Hans Hinrich film, 'Pet of Navy'.

Intergloria announced they will start next March on the first Austrian color picture, depicting the life of Casanova, with Hans Albers in title role.

Gallagher's 'Pueblo'

Hollywood, Nov. 16.

'El Cantor del Pueblo,' Spanish language film co-featuring Carmen Morales and Tito Guizar, is to be made by Jack Gallagher on the Selznick International lot, starting Dec. 15.

Carlos Borosquez, who scripted, will direct.

Typed by Mail

London, Nov. 16.

Alistair Sim, film player, can tell before opening his mail what kind of a part he is to play next.

Each studio, for which he works has a definite type for him and all he has to do is look at the outside of the envelope containing his notification.

HOYTS OUT FOR NEW AUSSIE OUTLETS

Sydney, Nov. 2.

Reported here that a deal is under way between Dan Carroll and Hoyts for an affiliation similar to that between Snider-Dean and Hoyts. Dan Carroll is managing director of the Carroll-Musgrove circuit which controls the Prince Edward, Sydney. He also is managing director of Birch, Carroll and Coyle, Ltd., controlling a large theatre circuit in Brisbane, Queensland.

Carroll admits that certain negotiations were under way with Hoyts but says nothing definite has been set. Carroll also stated that within the next three or four weeks some big link might be arranged. Information from Hoyts confirmed that such a deal is contemplated.

Retirement of Stanley Crick, 20th-Fox chief, from the Hoyts board means that a position on directorate will be offered Carroll should proposed deal go through.

Link between Snider-Dean and Hoyts, and proposed Carroll-Hoyts deal shows the hand of Charles Munro, leader in the Australian film biz. After Munro's return from America, it was reported he would be left holding the bag, with so much film product tied up after Norman B. Rydger and his men decided to break away from General Theatres.

But Munro had other plans and went ahead to ally himself with Snider-Dean, insuring further access to outlets. The nabe field didn't bother Munro because Hoyts controls the largest neighborhood circuit in Australia. What he wanted was a few more first run spots. A deal with Carroll will help Munro just so much more.

For years Carroll's Prince Edward, Sydney, has had an arrangement with Par for their top films. Whether any deal with Hoyts would injure this is not known but it is presumed that the situation would be taken care of.

Munro has left to look over the Northern Hemisphere territory after which he will proceed to Brisbane to look in at the St. James, a theatre held by Snider-Dean and included in the Hoyts link.

20th-Fox May Do

Feature in Japan

Tokyo, Nov. 8.

Shochiku has announced that all plans have been perfected for the joint production of one feature with 20th-Fox. Twentieth-Fox will send a director, technicians and actors here, and production will start in December, according to latest information.

Story may be based on present Sino-Jap hostilities.

Moner Named by BFD

Buenos Aires, Nov. 8.

Onofre Moner, former manager of Metro in Argentina, has been appointed managing director of British Film Distributors of Argentina. He will start work Dec. 1.

DISTRIBS MAY BE 'HOLDING BAG'

American Companies See
Double Penalty as Result
of New Labor-Backed
Move—Bitterly Oppose It

KORDA-G'DWYN ANGLE

London, Nov. 16.

While support was gaining ground for the separate quota idea, backed by the labor group, American distributors are bitterly opposed to the new idea. Some claimed that the whole 'divorced' quota plan left U. S. distributor companies holding the bag.

Forced to buy at the upped \$75,000 minimum in labor costs, distributors will find a double burden because such pictures would not be profitable to account for the exhibitors' quota.

John Maxwell is reported opposed to the plan and declares it will release a flood of quickies on exhibitors.

Under the 'divorced' or separate quota plan, quotas would be considerably lower. Present proposal is to make distributors' quota 12 1/2% instead of 20%, as previously outlined, and fix the exhibitors' quota at 10%. However, under the clause allowing two quotas for labor cost productions of \$225,000 or more, there will be no splitting the quota allotment so that one could go for distributors and one for exhibitor class.

Separate or 'divorced quota' principle is credited to smaller producers led by Norman Loudon and labor interests. It proposes that product eligible for distributors' quota shall not rank for an exhibitors' quota, and vice-versa. By demanding two classes of quota pictures, theory is that this would mean twice as many British pictures per year as compared with what the bill can force at present. Supporters claim that it would have the added merit of encouraging Americans to buy only British pictures of more or less assured entertainment value (for Quota). Exhibitors are understood to be definitely against it.

Other adjustments, which may be sought include the reciprocity phase, calling for a drastic change in the clause encouraging U. S. distributors to buy English product for the American market. Maxwell and Ostrer back it.

Another is the fair wages clause, asked by labor interests. The film council clause is still another, being the joint plan of major producers, led by Maxwell and the Cinematograph Exhibitors' Association, designed apparently to keep U. S. distributors well in hand by regulating conditions of trading in U. K. Quality or viewing test for which the C. E. A. still is fighting.

Korda-Goldwyn Influence

If the Korda-Goldwyn situation with United Artists works out along the lines presently drawn up, the English coin in the matter, certainly will have some effect on production plans of U. S. producers. Belief here is that English money wrapped in deal would insist that a certain amount be spent here and with Goldwyn involved in any production, distributors believe this would mean more or less costly, elaborate features. Other companies, with any production setup here, certainly would not lag far behind in the costly picture-making parade in England. Thus, the trade here sees other American film companies almost bound to go in for elaborate production in this country with the Korda-Goldwyn-U. A. deal as it looms.

Additional 60 amendments to the Quota bill tabled last week brought the total to more than 100. More than 40 were submitted by the president of the Board of Trade including proposals for a compromise on the Films Commission via the appoint-

Ostrer Offers New Reciprocity Plan for Quota; Maxwell Backs It

Woolf Pans Quota

London, Nov. 16.

Charles M. Woolf delivered a slashing attack on the Quota at a press luncheon here today, saying he did not think any act would be any good, particularly in view of the disunity within the trade.

He added that he was in favor of reciprocity, but also said it depended on goodwill on both sides and that no law could ever be made to compel people to see films they did not want to see.

PIX FORECAST BRAZIL'S NEW POLITICS

Political developments in Brazil in

the past week, which indicate that this country is headed for the Fascist ranks, was viewed as a discouraging business factor by picture home foreign departments in N. Y. Foreign divisions claimed that the shift in Brazil was forecast by action in banning three feature productions recently and ban on book, 'Tom Sawyer,' 'Road Back,' 'Sabotage' and 'Dead End' were named and same fate seemed in store for film, 'Tom Sawyer,' with action already taken on book.

Experience of American distributors in fascist-dominated countries has convinced them it hurts business, through restrictions, bans and other manhandling of product. Italy, Japan, Germany and a part of Spain currently are classed as being Fascist nations.

ment of a special officer to administer the Quota Act.

Though London critics of the current Quota text see it as anti-producer and anti-exhibitor, analysis of its clauses and comparison with the 1927 Act shows tightening of restrictive clauses against distributors, imposition of new penalties and increase of existing fines. Hence, Americans here are inclined to view it as a biased attempt at legislation.

An instance is the clause on labor costs in British pictures, stress being laid on the fact that this proviso applies only to distributors who have acquired foreign films. Domestic product, without any cost stipulations, is eligible for exhibitor quota but for distributors is laid the onus of acquiring only British pictures involving labor costs of not less than \$37,500, or \$5 per foot.

With penalties, maximum fine for breach of blind and advance booking clauses (only applicable to distributors) jumps from \$250 to \$1,250. Distributor also is compelled to produce books for inspection by the Board of Trade at any time. Penalty for playing unregistered product remains at \$100 per day maximum, but there's a new penalty of \$1,250 proposed for distribution of unregistered films and another of \$100 for failure to notify exhibitors of complete registration details. Penalty for infringement of the Act (default on quota footage handled) is to go up from \$500 to \$1,250.

Trade leaders familiar with the situation fear that the absence of additional quota certificates for features costing more than \$112,500 in labor outlay will not be sufficient inducement to bring costly producing operations by American companies to English soil. Logic is that the distributor firm doubtless would rather buy three minimum cost films, thus getting three certificates, than sink a heavy sum in picture-making here.

London, Nov. 8.

Isidore Ostrer is in the battle for the Quota with a new reciprocity policy which he hopes will solve the question of best assisting British industry.

It proposes that the reciprocal plan should be adjusted to guarantee Americans an outlay not in excess of 40% of the amount they would be required to spend on acquiring quota product for this market. For example, should the minimum cost per feature for Quota requirements be \$75,000, with a U. S. firm required to acquire 12 pictures, he suggests that the distributor firm should have the alternative of purchasing genuine British product (English-made by British companies) for American distribution to the tune of not more than 40% of \$900,000 (or 12 times \$75,000) or \$300,000 worth.

Ostrer claims that this is the only way British producers of quality pictures will be attracted back into production. He brings up the question if there is anything in the Quota Act, as now outlined, that will convince a would-be British producer he could make a profit when under the present act he made a loss. He claims there isn't.

Ostrer's plan suggests that he is still smarting under the cool reception accorded G-B product in the American market, and that he may still have his eyes on this mart.

John Maxwell surprisingly backs Ostrer though Ostrer disassociated himself from the plan for a Film Council with statutory powers advocated by Maxwell. The Associated British chief is convinced that some authority such as a film commission should be incorporated into the Quota act before it finally becomes a law.

Fact that Maxwell and Ostrer apparently have the same common viewpoint should provide a hearing for the suggested reciprocity plan.

Russe Pix Boom In U. S.; Amkino's Net To Exceed \$500,000

Increased popularity of Russian-made features this year in the U. S. is being reflected in the number of theatres where the product is being played and hike in financial return. Amkino Corp., which is the principal distributor in this country, now estimates that there are around 600 theatres and auditoriums using Russian product, though only 10-15% of these use them regularly.

Russian product goes to the Cameo, N. Y., first run; the Century (Brandt house); Ascot, in the Bronx; People's in Brooklyn and Midtown, Yorktown and Costello (all RKO), N. Y.

While Amkino showed about \$500,000 profit last year, present indications are that earnings will be \$750,000 this year. This also includes earnings on equipment deals.

ARGENTINE MULLING FILM RESTRICTIONS

Buenos Aires, Nov. 8.

Dr. Matias Sanchez Sorondo, member of the Argentine Senat and prez of the Argentine Film Institute, has returned from an extended European trip to Italy, France and Germany.

Studied especially film business, quota regulations and film censorship in those countries.

Berlin Title Sapolio

Berlin, Nov. 18.

Hollywood has no monopoly on sapolio title switches.

Terra pic, 'The Girl with the Bad Ren' has been retitled 'The Girl with the Good Rep.'

THE THREE MOST EXCIT

LESLIE HOW

"IT'S LOV

BETTE DAV

"IT'S LOV

OLIVIA DeH

"IT'S LOV

...So They're All Held C

This makes WARNE

ING PREMIERES OF 1937

WARD in
E I'M AFTER"

Supporting Cast Includes Patric
Knowles•Eric Blore•George Barbier

S in
E I'M AFTER"

Directed by Archie L. Mayo
Screen Play by Casey Robinson
Original Story by Maurice Hanline

AVILLAND in
E I'M AFTER"

er by the N. Y. Strand!

BROS. *very happy!*

Hollywood, Nov. 16.

Film is a dueler of average quality. *Flin.*

(WITH SONGS)

the real femme paydirt-panner is kidnapped by the prospector upon her arrival in New York. The dumper shows o.k. until the poser falls in love with the man (Trent) she has hired as a chauffeur. Simultaneously a Nevada hillbilly sheriff (Rufe Davis) arrives in town to visit his friend, the gal gold-miner, and naturally learns of the ruse. After a series of wholly incredible climactic situations, the chauffeur turns out to be a G-Man. But by that time the utter farce calls for a laugh-it-off ending in a skit-with-song that takes place in a police precinct lineup.

Direction and camera earn no special commendation. Bert.

Hollywood, Nov. 16.

Of least importance is the story which involves Pat O'Brien and Wayne Morris, both in the service, and Doris Weston, in her cute costume. There's a lot of the hell-you-say kind of dialog, and some rough humor from Frank McHugh and Dennie Moore. George Brent wears a captain's uniform, and Henry O'Neill carries admirals' stripes.

'Thoroughbreds Don't Cry'

Edmund Lowe.
'Blazing Barriers' (Hono).
 Fairly plausible story of C.C.C.
 camp life, with Frank Coghlan,
 Jr., and Edward Arnold, Jr.
 Readers only.

Hollywood, Nov. 10
of Sam Zimballat pro-

ernet.....Tcd Per

James Stewart gives a fine performance of the boy who made a name for himself and his dad. He enters on the football team, and appears for some moments that he will not get a chance against a while the board is investigating. Seems that Stewart enters under an assumed name because a fearful his appointment would be refused if authorities learn he is the son of a disgraced father. Chances against the lad are dismissed, he goes into the big game, and the story

Probably as with no other series the Jones Family can and should get the helpful sanction of 'groups' because of wholesome content and general instructiveness to youngsters. However, same is cleverly woven into well produced little tales and does not leave that 'teacher' taste kids resent. For same two reasons the can't miss with the family tradition among whom they know a nice b. popularity. For the same reason neither will this one miss out in the

running yarns is fact that Jones

erawork. Hurl.

LIGHTNING CRANDALL

Story is simple. Deals with 'Mine Sascarilla' Lightnin' Bob Crockett, a cowboy who gets set at odds from his native state, where he strikes out as a quick-draw gunman. Striking out for Arizona, he ends up right into the middle of a cattle war. He might be expected here for the ranchero's daughter, played by Lois January. Helps her and dad fight off the badmen, and wins the wench.

Working original about this which sticks to the most elemental formula. Evidently only designed to fill bills, it will be okay for kids who want a westerner. It's a little overdone, but the situations are too phony, tho naturally not intended for the sophisticated.

roduction. Features Dick Foran, A
heridan, Robert Armstrong. Directed

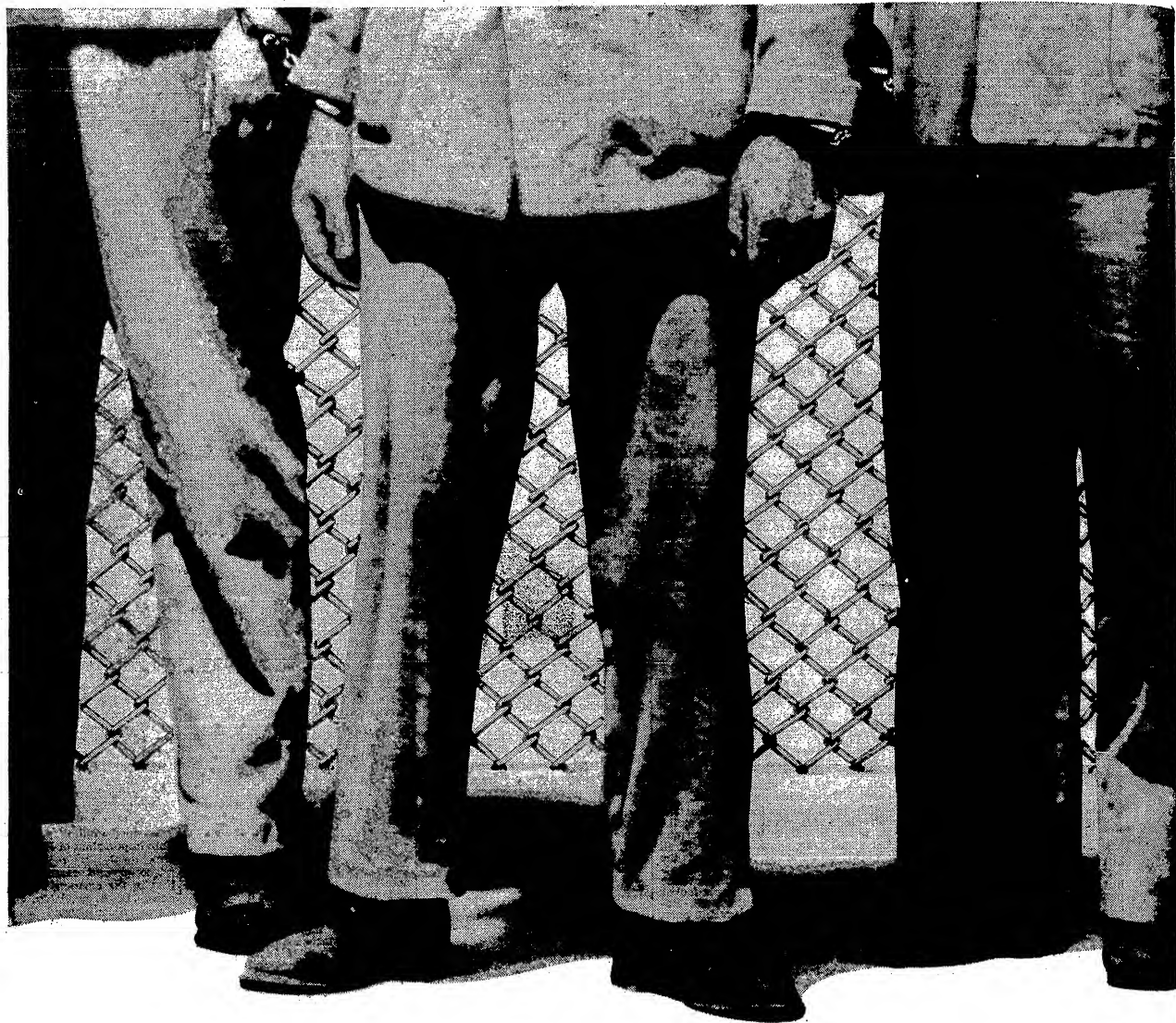
With Eddie Acuff for a sprinkle of comedy, the picture ought to give kiddies a healthy kick. It's pre-lit adult entertainment.

Ann Sheridan has much to say a little to do in her role. Okay as a romantic foil. Mostly interiors, not very handsome, but between a fight or two and that warehouse for the kids will get enough action.

('The Squeaker')

This picture, just a fair myst was formerly known as 'Squeaker', and under that title first seen in London, where it was produced in September. Held for release in this country by United Artists, the picture retained its original title for about a week ago, when decision was reached to give it a more meaningful b.o. name. Prior to this change it had been some confusion between 'Squeaker', theatre operators and others thinking 'Squealer' was the word.

Production generally is not standard, but in spite of some photography and pacing of plus cast weaknesses, the manages to hold the interest and may get by in America, distinctly for the dualers. Ch



IN FOR AD

In Chicago (3 weeks!), Philly, Frisco, New York, and
and 'Bullets or Ballots' in Boston, Albany, Springfield

ALCA

Is Warner Bros' 1937 Example



'Alcatraz Island'
A First National Picture
A Cosmopolitan Production

DED TIME

d exploiting itself to bigger grosses than 'Galahad'
eld, Worcester and every other early engagement!

'ALCATRAZ'

Of What Showmanship Can Do!

Unit Reviews

'Danger—Love at Work' (20th) and a number of shorts on the screen help to provide plenty of show for 55c. Less than a half-filled house at the last opening day matinee performance. Recs.

THIS IS X'MAS JINGLE ...

THIS IS BOX-

OFFICE

THE NEW
UNIVERSAL

presents

Alice

in YOU'RE A

with GEORGE MURPHY • KEN
WINNINGER • ANDY
GARGAN • FRANCES HUNT

Screen Play by Monte Brice and Charles Grayson
Songs and Music mostly by Jimmy McHugh and Harold Adamson

Produced by

B. G. De SYLVA





FAYE SWEETHEART

MURRAY ^{and his stooge} "OSWALD" • CHARLES
DEVINE • WILLIAM

FRANK JENKS • CASPER REARDON

Directed by
DAVID BUTLER

CHARLES R. ROGERS

Executive Vice-President IN CHARGE OF PRODUCTION

PETTY

From a painting
of Alice Faye by
George B. Petty
of Esquire
Magazine fame.

FILM BOOKING CHART

(For information of theatre and film exchange bookers, VARIETY presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of the reviews as given in VARIETY and the running time of prints are included.)

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WEEK OF RELEASE	TITLE	PRODUCER	DISTRI.	TYPE	TALENT	DIRECTOR	TIME	WHEN REVIEWED BY VARIETY
9/24/37	SMALL TOWN BOY TRAILING TROUBLE THE BRIDE WORE RED STARS OVER ARIZONA SOPHIE LANG GOES WEST 40 NAUGHTY GIRLS ARIZONA GUNFIGHTER BEHIND THE MIKE BACK IN CIRCULATION	Zion Myers Condor J. Mankiewicz R. N. Bradbury Far Wm. Seiter A. W. Hackel Lew Brock S. Bischoff	GN GN MGM Mono RKO RKO U WB	Com-Dr Com-Dr Com-Dr Western Melodrama Western Com-Dr Com-Rom	Stuart Erwin-J. Compton Ken Maynard J. Crawford-Tone Jack Randall G. Michael-L. Crabbe J. Gleason-Zasu Pitts Bob Steele W. Gargan-J. Barrett F. O'Brien-Blondell	Glenn Tryon A. Rosson D. Arzner R. N. Bradbury C. Reisner E. G. Cline Sam Newfield Sid Salkow R. Enright	61 100 62 63 68 100	10/13 9/29 9/8 9/8 11/3 7/28
10/1/37	SOMETHING TO SING ABOUT MADAME X A BRIDE FOR HENRY HIGH, WIDE AND HANDSOME MUSIC FOR MADAME BOOTS AND SADDLES YOUTH ON PAROLE LIFE BEGINS IN COLLEGE CARNIVAL QUEEN LIFE OF EMILE ZOLA LOVE IS ON THE AIR	Schertzing J. K. McGuinness Mrs. W. Reid A. Hornblow Jesse L. Lasky Sol C. Siegel Phil Ross H. Wilson Robt. Presnell Henry Blanke Bryan Foy	GN MGM Mono RKO RKO RKO 20th WB WB	Musical Drama Com-Rom Com-Rom Western Melodrama Musical Melodrama Biog Com-Rom	Cagney-E. Daw Gladys George-W. William Anna Nagel-W. Heil Irene Dunne-E. Scott N. Martin-J. Fontaine Gene Autry-J. Allen M. Marsh-G. Oliver Ella Brown-F. Brooks D. Kent-E. Walker Paul Muni-G. Sondergaard K. Reagan-June Travis	Schertzing Sam Wood William Nigh R. Mamoulian J. Blystone Joseph Kane Phil Rosen W. A. Seiter Nate Watt Wm. Dieterle Nick Grinde	98 75 35 118 77 59 89 86 123 61	9/1 9/29 9/29 7/28 9/15 10/13 10/13 9/29 11/3 6/30 9/15
10/8/37	LIFE BEGINS WITH LOVE RENEW OF THE MOUNTED PARTNERS IN CRIME SATURDAY'S HEROES THE WRON CLARK LANCEB-SPY ROLL ALONG, COWBOY FAREWELL AGAIN I MET MY LOVE AGAIN IDOL OF THE CROWDS THEY WON'T FORGET	M. Connolly A. Herman Far Robt. Sick Colbert Clark S. G. Engel Sol Lesser V. Saville W. Wanger Tren. Carr Mervyn LeRoy	Col GN Far RKO RKO 20th 20th U U WB	Rom-Com Outdoor Melodrama Football Drama Drama Western Melodrama Rom-Dr Rom-Dr Drama	D. Montgomery-J. Parker J. Newell-C. Hughes L. Overman-R. Karns Van Hefflin-M. Marsh E. Cromwell-H. Marshall D. Del Rio-G. Sanders-Lorre Smith Ballew L. Banks-F. Robson J. Bennett-H. Fonda John Wayne-S. Bromley C. Rains-G. Dickens	Ray McCarey Al Herman Ralph Murphy Edw. Kelly R. M. Bradbury G. Ratoff Gus Meins Tim Whelan Logan-Ripley Sid Sokow Mervyn LeRoy	72 64 66 38 62 76 35 60 98	10/6 11/10 10/20 9/29 10/13 10/6 9/1 6/30
10/15/37	MURDER IN GREENWICH VILLAGE DR. SYN WALLABY JIM OF ISLANDS DOUBLE WEDDING LUCK OF ROARING CAMP WHERE TRAILS DIVIDE ANGEL FIT FOR A KING TRIGGER TRIO HEIDI THAT'S YOUR STORY OVER THE GOAL	W. MacDonald GB B. Barsky J. Mankiewicz J. H. Steele R. N. Bradbury Ernst Lubitsch David L. Loew Sol Siegel R. Griffith Robt. Presnell Bryan Foy	Col GB GN MGM Mono RKO RKO RKO RKO 20th WB WB	Mystery Drama Rom-Dr Rom-Com Outdoor Rom-Dr Rom-Dr Comedy Western Rom-Dr Melodrama Rom-Com	Fay Wray-Richard Arlen George Arliss G. Huston-R. Coleman Wm. Powell-M. Loy O. Davis, Jr.-J. Woodbury R. M. Bradbury Dietrich-H. Marshall Joe E. Brown-Helen Mack Three Mesquites Temple Hersholt-Teacher C. Morgan-Wm. Lundigan Wm. Hopper-June Travis	Al S. Rogell Neill-Howell Chas. Lamont R. Thorpe I. V. Willat R. M. Bradbury Ernst Lubitsch Edw. Sedgwick Wm. Witney Allan Dwan Sid Sokow Nick Smith	68 78 58 85 62 98 73 65 82	11/3 9/22 9/1 9/15 9/1 11/10 10/6
10/22/37	THE AWFUL TRUTH KING OF SIERRAS HERE'S FLASH CASEY LIVE, LOVE AND LEARN THUNDER TRAIL BREAKFAST FOR TWO CHARLIE CHAN ON BROADWAY STAND-IN THE PERFECT SPECIMEN	Everett Riskin M. H. Hoffman M. & A. Alexander H. Rapt Edw. Kaufman John Stone W. Wanger H. J. Brown	Col GN GN MGM Far Far 20th UA WB	Comedy Western Comedy Com-Dr Western Rom-Dr Mystery Comedy Com-Rom	I. Dunne-Carey Grant Rex-Sheik (horses) E. Linden-B. Mallory E. Montgomery-R. Russell Marsh-Hunt-Gilbert Roland E. Stanwyck-H. Marshall W. Oland-Joan Marsh L. Howard-Joan Blondell E. Flynn-Joan Blondell	Leo McCarey Arthur Rosson Lynn Shores G. Fitzmaurice Chas. Barton Alfred Santell Eugene Forde Tay Garnett Michael Curtiz	90 57 78 56 62 88 90 82	10/20 10/20 10/20 10/20 9/22 10/6 9/29
10/29/37	TRAPPED BY G MEN TEX RIDES WITH BOY SCOUTS CONQUEST FEDERAL BULLETS THIS WAY, PLEASE THERE GOES THE GROOM RIDIN' THE LONE TRAIL ALI BABA GOES TO TOWN WESTLAND THE GREAT GARRICK	Col E. Finney B. H. Hyman M. Young Mel Shauer A. Lewis A. W. Hackel L. Schwab L. Fox-S. Starr M. LeRoy	Col GN MGM Mono Far RKO Rep 20th WB	Melodrama Western Hist-Rom Musical Musical Com-Dr Western Musical Mystery Drama	Jack Holt-Wynne Gibson Rex Ritter Garbo-Charles Boyer M. Stone-T. Walker Buddy Rogers-B. Grable B. Meredith-Ann Southern Bob Steele Cantor-T. Martin-J. Lang F. S. Foster-Carl Hauland Brian Aherne-de Havilland	Louis D. Collins Ray Taylor Clarence Brown W. Karl Brown Robt. Florey Joseph Santley Sam Newfield David Butler E. C. Stanton James Whale	65 66 115 61 74 68 62 95	11/10 11/3 10/27 10/27 10/13 11/3 10/20 9/29
11/5/37	SWING IT, SAILOR THE FIRELY DANGER VALLEY HOLD 'EM, NAVY FIGHT FOR YOUR LADY FORTY-ON TRIAL DANGER, LOVE AT WORK GIRL WITH IDEAS ALCATRAZ ISLAND	D. Diamond H. Stuenkel R. N. Bradbury Far A. Lewis A. E. Levey H. Wilson Ed. Grainger Cosmo	GN MGM Mono Far RKO Rep 20th U WB	Com-Dr Musical Western Football Com-Rom Com-Rom Com-Rom Com-Rom Melodrama	W. Ford-J. Jewell J. MacDonald-A. Jones Jack Randall Lew Ayres-M. Carlisle J. Boles-L. Lupino W. Abel-F. Ince A. Sothern-J. Haley W. Pidgeon-W. Barrie John Littel-A. Sheridan	Ray Cannon R. Leonard R. N. Bradbury K. Neumann Ben Stoll G. Nicholas, Jr. O. L. Prentiss Sylvan Simon Wm. McGann	63 140 62 62 72 67 70 64	11/10 7/28 11/10 10/20 11/10 11/3 11/3
11/12/37	I'LL TAKE ROMANCE MR. BOGGS STEPS OUT THE LAST GANGSTER THE BARKER LIVING ON LOVE SPRINGTIME IN ROCKIES DANGEROUSLY YOURS STORM IN THE CUP MURDER IN DIAMOND ROW MERRY-GO-ROUND OF '38 ADVENTUROUS BLONDE	E. Riskin Ben Pivar MGM H. Sherman M. Cohen S. C. Siegel Sol Wurtzel Korda A. Korda B. G. DeSylva Bryan Foy	Col GN MGM Far RKO Rep 20th UA WB	Musical Com-Dr Drama Drama Com-Rom Western Rom-Dr Rom-Dr Musical Com-Rom	Grace Moore-M. Douglas S. Erwin-H. Chandler E. G. Robinson-R. Stradner C. Carville-J. Fenner W. Bourne-J. Dunn G. Autry-F. Rawles C. Romero-F. Brooks V. Leigh-R. Harrison E. Lowe-S. Shaw-A. Todd B. Lahr-B. House-Auer G. Farrell-B. MacLane	Edw. Griffith G. Wiles E. Ludwig Les Selander Lew Landers Joe Kane M. St. Clair V. Saville W. K. Howard Irv. Cummings F. McDonald	67 81 98 69 68 75 90	11/10 11/3 11/3 11/3 10/20 11/17 10/27
11/19/37	HOLLYWOOD ROUNDUP FRONTIER TOWN NAVY BLUE AND GOLD NIGHT CLUB SCANDAL DAMSEL IN DISTRESS THE GUN RANGER THE DUKE COMES BACK SECOND HONEYMOON 52ND STREET IT'S LOVE I'M AFTER	Col Ed Finney S. Zimbalist Far P. S. Berman A. W. Hackel H. Schlom R. Griffith W. Wanger H. J. Brown	Col GN MGM Far RKO Rep 20th UA WB	Western Western Mystery Musical Western Rom-Dr Com-Rom Musical Comedy	Buck Jones Tex Ritter E. Young-L. Barrymore J. Barrymore-Overman Astaire-Burns and Allen Bob Steele-E. Stewart A. Lang-M. Angel-G. Robin T. Power-L. Young K. Baker-P. Patterson-Carrillo L. Howard-B. Davis	Ewing Scott Ray Taylor Sam Wood Ralph Murphy Geo. Stevens S. Newfield I. Pichel Walter Lang H. Young Archie Mayo	95 75 88 90	11/17 10/6 7/21
11/26/37	SHE MARRIED AN ARTIST THOROUGHLY ENJOYED DON'T CRY COUNTRY FAIR EBB TIDE TEXAS TRAIL HIGH FLYERS WILD HORSE RODEO 45 FATHERS DINNER AT THE RITZ NOTHING SACRED SOME BLONDES ARE DANGEROUS SUBMARINE D-1	S. Buchman H. Boles E. B. Perr L. Hubbard Harry Sherman Lee Marcus S. C. Siegel John Stone R. T. Kane D. O. Selznick E. M. Asher L. Edelman	Col MGM Mono Far Far RKO Rep 20th UA WB	Comedy Com-Rom Rom-Com Drama Western Comedy Comedy Comedy Rom-Dr Comedy Comedy Rom-Com	B. Boles-Luli Desai E. Sinclair-M. Rooney J. F. MacDonald-M. L. Lender O. Homolka-F. Farmer W. Boyd-J. Allen Wheeler-Woolsey J. Mesquiere J. Withers-T. Beck Annabella-F. Lukas Lombard-F. March E. Gargan-D. Kent P. O'Brien-D. Weston S. Colton-F. Farr J. Stewart-R. Young C. Lombard-MacMurray Fred Stone-D. Vaughan E. Trevor-D. Wood W. Barrie-K. Taylor K. Francis-P. Foster	M. Gering J. W. Rubin J. H. Burton Jas. Hogan Dave Selman Eddie Cline Geo. Sherman Chas. Tilling H. D. Schuster Wm. Wellman Milt Carruth Lloyd Bacon L. Lilly J. W. Rubin Wes Ruggles Edw. Kelly Alfred Werker S. S. Simon Stan Logan	80 73 81 70 75 65 100	11/17 10/13 11/10 11/10 11/10 11/10 11/17
12/3/37	ALL-AMERICAN SWEETHEART BAD MAN OF BRIMSTONE BLOSSOMS ON BROADWAY TAKING THE TOWN BIG TOWN GIRL PRESCRIPTION FOR ROMANCE FIRST LADY	W. MacDonald Harry Rapt B. P. Schulberg M. Cohen Milton Feld E. Grainger H. J. Brown	Col MGM Far RKO 20th U WB	Rom-Com Football Com-Rom Comedy Melodrama Com-Rom Rom-Com	S. Colton-F. Farr J. Stewart-R. Young C. Lombard-MacMurray Fred Stone-D. Vaughan E. Trevor-D. Wood W. Barrie-K. Taylor K. Francis-P. Foster	J. W. Rubin Wes Ruggles Edw. Kelly Alfred Werker S. S. Simon Stan Logan	85 86	11/17 11/10
12/10/37	A CARNIVAL LADY A MATTER OF PRIDE LOVE ON TOAST DANGER PATROL COLORADO KID JONES FAMILY BORROWING TROUBLE ADVENTURES ENI MISSING WITNESSES	W. MacDonald Joe Cohn E. Cohn Maury Cohen A. W. Hackel Max Golden U Bryan Foy	Col MGM Far RKO Rep 20th U WB	Melodrama Comedy Rom-Com Melodrama Western Comedy Comedy Melodrama	R. Hayworth-C. Quigley J. Beal-F. Rice-F. Morgan J. Payne-S. Ardler S. Eilers-J. Beal Bob Steele-M. Weldon J. Prouty-S. Byington J. Wayne-D. Gibson J. Littel-J. Dale	C. C. Coleman, Jr. W. Thiele E. A. Dupont Lew Landers Sam Newfield Frank Strayer Arthur Lubin Wm. Clemens	60 63	11/17 11/17
12/17/37	NON-STOP NEW YORK SECOND FARYN AFFAIR ROMANCE OF ROCKIES BORN TO THE WEST COLORADO KID TARZAN'S REVENGE ACTION FOR SLANDER SHE LOVED A FIREMAN	GB Harry Rapt R. N. Bradbury Far A. W. Hackel Sol Lesser A. Kord Bryan Foy	GB Mono Mono Far 20th 20th UA WB	Rom-Mel Comedy Western Western Outdoor Melodrama Com-Dr	Anna Lee-J. Loder L. Stone-C. Parker Tom Keene-B. Wallace J. Wayne-J. M. Brown Bob Steele-M. Weldon G. Morris-E. Holm C. Brock-A. Todd D. Foran-A. Sheridan	R. Stevenson C. Doran R. N. Bradbury Chas. Barton Sam Newfield D. R. Lederman Tim Whelan John Farrow	57	11/17

Advance Production Chart

Hollywood, Nov. 18.
Studios finished production on 15 pictures since Nov. 2, bringing total of pic completed to 151, against season's promise of 588. Production in general continues to lag at all studios although plenty of product is on hand to meet scheduled needs.

Currently shooting are 35 pictures, with 72 in the cutting rooms ready for release.

Columbia

	Number of Pix Promised	Number Completed	Now Shooting	New Balance to Be Placed in Cutting Rooms	Stories in Preparation
Features	40	6	4	8	22
Westerns	22	4	1	3	14
Total	62	10	5	11	36

Pictures now in the cutting rooms or awaiting previews are:
'ILL TAKE ROMANCE,' produced by Everett Riskin; directed by Edward H. Griffith; photographed by Lucien Andriot; no writing credits announced as yet. Cast: Grace Moore, Melvyn Douglas, Stuart Erwin, Andre Beranger, Helen Westley, Richard Carle, Walter Kingsford.
'ALL AMERICAN SWETEART,' produced by Wallace MacDonald for Irving Briskin unit; directed by Lambert Hillyer; original by Robert E. Kent; screen play by Fred Niblo, Jr., Grace Neville and Michael L. Simmons; photographed by Benjamin Kline. Cast: Scott Colton, Patricia Farr, Gene Morgan, Ruth Hilliard, Joe Kneip, Allen Brook, Thurston Hall, Louis De Fren.

'THE SHADOW,' formerly titled **'CARNIVAL LADY,'** produced by Wallace MacDonald for Irving Briskin unit; directed by C. C. Coleman, Jr.; original by Milton Raison; screen play by Lambert Hillyer and Arthur T. Homan; photographed by Lucien Ballard. Cast: Charles Quigley, Rita Hayworth, Marc Lawrence, Donald Kirk, Dwight Frye and Arthur Loft.

'SHE MARRIED AN ARTIST,' produced by Sydney Buchman; directed by Marion Gering. Magazine story by B. Avery Strakosh; screen play by Gladys Lehman and Delmar Daves; photographed by Merritt Gerstad. Cast: John Boles, Lull Dittel, Helen Westley, Frances Drake, Thomas Mitchell, Patricia Farr, Wells.

'FORGOTTEN WOMEN,' produced by Wallace MacDonald for Irving Briskin unit; directed by Lambert Hillyer; original by Mortimer Braun; screen play by Saul Elkins; photographed by Benjamin Kline. Cast: Sara Padden, Wyn Cahoon, Scott Colton, Mayo Methot, Barbara Weeks, Arthur Loft, Bees Flower.

'UNDER SUSPICION,' formerly titled **'MURDERER'S WELCOME,'** produced by Larry Darmour; directed by Lewis D. Collins; magazine story by Philip Wylie. Cast: Jack Holt, Katherine De Mille, Craig Reynolds, Luis Alberni, Purvance Lee, Joseph Hoffman and Monroe Shaft.

'START CHEERING,' formerly titled **'COLLEGE FOLLIES OF 1938,'** and **'FRESHMAN FOLLIES,'** produced by Nat Perrin; directed by Al Rogell; original by Corey Ford; camera by Joe Walker. Cast: Charles Starrett, Joan Perry, Walker Connolly, Jimmy Durante, Gertrude Nissen, Romo Vincent, Chaz Chase, Hal LeRoy, Johnny Green, Raymond Walburn, Howard Fine and Howard Virginia Dale, Ernest Truex, Jimmy Wallington, Gene Morgan, Luis Prima, Thurston Hall, Gene Legon.

'AMERICAN LEGION,' produced by Ralph Cohn; directed by C. C. Coleman, Jr.; original by Martin Mooney; screen play by Michael Simmons; photographed by Lucien Ballard. Cast: Don Terry, Mary Russell, Robert Warwick, James Hollywood, George McKay.

'HEADIN' EAST,' formerly titled **'BUCKING BROADWAY,'** Coronet picture for Columbia release; L. G. Leonard, associate producer; directed by Ewing Scott; original by Joseph Hoffman and Monroe Shaft; screen play by Ethel LaBlanche; photographed by Allen Thompson. Cast: Buck Jones, Ruth Coleman, Elaine Arden, Shemp Howard, Donald Douglas.

'MURDER IN SWINGTIME,' produced by Ralph Cohn for the Irving Briskin unit; directed by Leon Berling; original by Fred Seiden; screen play by Robert Kent and Henry Taylor; photographed by Henry Freulich. Cast: Don Terry, Wyn Cahoon, Robert Paige, Rita Hayworth, John Galand, Gene Morgan.

'SINGING RANGERS,' produced by Harry L. Decker for Irving Briskin unit; directed by Sam Nelson; original by Doris Schroeder; screen play by Ed Earl Repp. Cast: Charles Starrett, Iris Meredith, Donald Grayson, Dick Curtis.

Columbia Pictures Now in Production

'LITTLE MISS ROUGHNECK,' formerly titled **'WONDER CHILD,'** produced by Wallace MacDonald for the Irving Briskin unit; directed by Aubrey Scott; original by Fred Niblo, Jr., and Grace Neville; screen play by Niblo, Miss Neville and Michael Simmons; photographed by Benjamin Kline. Cast: Edith Fellows, Leo Carrillo, Margaret Irving, Scott Colton, Inez Peltange, Patricia Farr, Wells.

'PENITENTIARY,' formerly titled **'CRIMINAL CODE,'** produced by Robert North; directed by John Brahm; from play by Martin Flavin; screen play by Seton I. Miller and Fred Niblo, Jr.; Cast: Walter Connolly.

'NO TIME TO MARRY,' formerly titled **'THE NIGHT BEFORE,'** produced by Nat Perrin; directed by Harry Lachman; original by Paul Gallico; screen play by Paul Jarrico. Cast: Richard Arlen, Mary Astor, Lionel Stander, Virginia Dale, Thurston Hall, Marjorie Gateson, Arthur Loft, Paul Hurst.

'LONE RIDER,' produced by Harry L. Decker for Irving Briskin unit; directed by Sam Nelson; no other credits yet available. Cast: Charles Starrett.

'A DANGEROUS AFFAIR,' produced by Larry Darmour; directed by Lewis D. Collins; original by Howard Green; screen play by Jefferson Parker; photographed by James Brown. Cast: Jack Holt, Beverly Roberts, Craig Reynolds, Douglas Wood, Spencer Charters, Maurice Cass, Marjorie Gateson, Tom Kennedy, Corbet Morris, Dorothy Appleby, Gilbert Emery, John Wray, Sheila Bromley, Tully Marshall, Greta Meyer.

Grand National

	Number of Pix Promised	Number Completed	Now Shooting	New Balance to Be Placed in Cutting Rooms	Stories in Preparation
Features	10	0	0	2	17
Westerns	22	3	0	2	12
Total	65	13	0	3	49

Pictures now in the cutting room or awaiting previews are:
'KING OF THE SIERRAS,' Condor picture featuring three horses, Rex Sheik and Thunder; Frank Capra, associate producer; directed by Arthur Rosson; original screen play by Scott Darling; photographed by Tom Galigan. Cast: Frank Campeau, Wally Albright, Morgan Brown, Edward Fell, Billy Van Every.

'MR. BOGGS SPEARS OUT,' formerly titled **'MR. BOGGS BUYS A BARREL,'** produced by Ben Pivar; directed by Gordon Villis; original by Clarence Budington Kelland; screen play by Richard English; photographed by John Stumar. Cast: Stuart Erwin, Helen Chandler, Toby Wing, Walter Burton, Spencer Charters, Milburn Stone, William Moore.

'FRONTIER TOWN,' produced by Edward Finney; supervised by Lindsey Parsons; directed by Ray Taylor; original screen play by Edmond Kelso; photographed by Gus Peterson. Cast: Tex Ritter, Ann Evers, Horace Murphy, Snub Pollard, Charles King.

Metro

	Number of Pix Promised	Number Completed	Now Shooting	New Balance to Be Placed in Cutting Rooms	Stories in Preparation
Features	48	11	0	0	27
Hit Roach	1	0	0	0	4
Total	52	11	7	3	31

Pictures now in the cutting rooms or awaiting previews are:
'BAD MAN OF BRIMSTONE,' produced by Harry Rapf; directed by J. Walter Ruben; original by Ruben. Cast: Wallace Beery, Raymond Hatton, Virginia Bruce, Lewis Stone, Bruce Cabot, Larry Doyle, Joseph

Callea, Guy Kibbee, Warren Hymer, Cliff Edwards, Noah Beery, Sr., Arthur Hohl, Robert Gleckler, Olin Howland, Mitchell Lewis, John Qualen.
'THE FOUR MARYS,' produced by Louis D. Lighton; directed by Richard Thorpe; original by Fanny Heaslip Lee; photographed by Karl Freund. Cast: Myrna Loy, Rosalind Russell, Franchot Tone, Walter Pidgeon, Nana Bryant, Leonard Penn, Ruth Hussey, Rita Johnson.
'MANNED,' produced by Joseph Mankiewicz; directed by Frank Borzage; original by Katharine Brush, photographed by George Folsey. Cast: Joan Crawford, Spencer Tracy, Alan Curtis, Mary Phillips, Leo Gorcey, Elizabeth Risdon, Oscar O'Shea.

Metro Pix Now in Production

'EVERYBODY SING,' produced by Harry Rapf; directed by Edwin L. Marin; original story by Florence Ryerson and Edgar Allan Woolf; other writer credits not available as yet; photographed by Joe Ruttenberg. Cast: Allan Jones, Fanny Brice, Judy Garland, Billie Burke, Reginald Owen, Lynne Carver.

'MADE OF PRIDE,' no producer credit; directed by William Thiele; original by William C. White; photographed by William Daniels. Cast: Frank Morgan, John Beal, Florence Rice, Herman Bing, Cora Witherspoon, Janet Beecher, Erik Rhodes, E. E. Clive, George Givot.

'BENEFITS FORGOTTEN,' produced by John W. Considine, Jr.; directed by Clarence Brown; novel by Honore Willis Morrow; photographed by Charles Lawton. Cast: Walter Huston, James Stewart, Beulah Bondi, Charles Coburn, Ted Healy, Charles Grapewin, Guy Kibbee.

'ROMA,' produced by William Anthony McGuire; directed by W. S. Van Dyke; photographed by Oliver Marsh; no writing credits as yet. Cast: Nelson Eddy, Eleanor Powell, Frank Morgan, Ray Bolger, Ilona Massey, Edna May Oliver, Virginia Gray, Reginald Owen, Janet Beecher.

'A FAMILY VACATION,' no producer credit; directed by George Seitz; writer credits not available as yet; photographed by Lester White. Cast: Lewis Stone, Cecelia Parker, Mickey Rooney, Fay Holden, Sara Haden, Ted Pearson, Charles Grapewin, Eleanor Lynn, Ann Rutherford.

'GIRL OF THE GOLDEN WEST,' produced by William Anthony McGuire; screen play by William Anthony McGuire; photographed by Oliver Marsh. Cast: Jeanette MacDonald, Nelson Eddy, Leo Carrillo, Buddy Ebsen, Ray Bolger, Leonard Penn, Priscilla Lawson.

'ARSENIC AND OLD FASHIONED,' produced by John W. Considine, Jr.; directed by George Fitzmaurice; original from story by Maurice LeBlanc; no other writer credits as yet announced; photographed by John Seitz. Cast: Melvyn Douglas, Virginia Bruce, Warren William, John Halliday, Monty Woolly, George Douglas, Leonard Penn.

Monogram

	Number of Pix Promised	Number Completed	Now Shooting	New Balance to Be Placed in Cutting Rooms	Stories in Preparation
Features	26	14	0	3	11
Westerns	15	4	0	2	10
Total	42	18	0	3	21

Pictures in the cutting room:
'DANGER VALLEY,' produced and directed by R. N. Bradbury; original screen play by Robert Emmett; photographed by Bart Longwiece. Cast: Jack Randall, Lois Wilde, Charles King, Ernie Adams, Earl Dwire, Hal Price.

'BOY OF THE STREETS,' produced by Charles Bigelow; directed by William Nigh; original by Rowland Brown; screen play by Scott Darling; photographed by Gilbert Warren. Cast: Jackie Cooper, Maureen O'Connor, Marjorie Main, Matty Fain, Guy Usher, Kathleen Burke, Gordon Elliott.

'ROMANCE OF THE ROCKIES,' produced and directed by R. N. Bradbury; original screen play by Robert Emmett; photographed by Bert Longwiece. Cast: Tom Keene, Beryl Wallace, Earl Dwire, Horace Murphy.

Paramount

	Number of Pix Promised	Number Completed	Now Shooting	New Balance to Be Placed in Cutting Rooms	Stories in Preparation
Studio	36	16	4	6	10
Harry Sherman	6	3	0	2	1
Samuel Goldwyn	2	1	0	2	5
B. F. Schulberg	3	1	0	1	6
Total	58	20	5	11	22

Pictures now in the cutting rooms or awaiting previews are:
'LOVE ON TOAST,' produced by Emanuel Cohen; directed by E. A. Dupont; original by Stuart Anthony and Robert Vost; from novel by Zane Grey. Cast: John Wayne, Marsha Hunt, John Mack Brown, Syd Saylor, Monte Blue, John Patterson, Nick Lukacs, James Craig, Lucien Littlefield.

'WELLS FARGO,' produced and directed by Frank Lloyd; Howard Estabrook, associate producer; original by Stuart N. Lake; screen play by Paul Schofield, Gerald Geraghty and Fred Jackson; camera, Theodore Sparkuhl. Cast: Joel McCrea, Frances Dee, Bob Burns, Lloyd Nolan, Mary Nash, Ralph Morgan, Porter Hall, Robert Cummings, Jane Dary, Barlowe Borland.

'TRUE CONFESSION,' produced by Albert Lewin; directed by Wesley Ruggles; photographed by Ted Tetzlaff; screen play by Claude Binyon; based on play by Louis Verneuil and Georges Berr; directed by Theodore Reed; camera, Leon Shamroy. Cast: Edward Arnold, Shirley Ross, John Trent, William Frawley, Weber and Fields, the Radio Rogues, Ruth Davis, Kitty Kelly.

'BORN TO THE WEST,' general office production, directed by Charles Barton; screen play by Stuart Anthony and Robert Vost; from novel by Zane Grey. Cast: John Wayne, Marsha Hunt, John Mack Brown, Syd Saylor, Monte Blue, John Patterson, Nick Lukacs, James Craig, Lucien Littlefield.

'CASSIDY OF BAR 20,' produced by Harry Sherman; directed by Les Selander; screen play by Norman Houston; original by Clarence E. Mulford; photographed by Russel Hoffman. Cast: Frank Darlen, Russell Hagan, Nora Lane, Robert Fiske, John Elliott.

'THE BUCANEER,' produced and directed by C. B. De Mille; photographed by Victor Milner; screen play by Edwin Justus Mayer; Harold Lamb and C. Gardner Sullivan; from Jeanie MacPherson's adaptation of *'The Pirate,'* by Lyle Saxon. Cast: Fredric March, Francisca Gaal, Akim Tamiroff, Ian Keith, Walter Brennan, Douglas Dumbrille, Robert Barrat, Fred Kohler, Sr., Beulah Bondi, Margot Grahame, Spring Byington.

'DAUGHTER OF SHANGHAI,' general office production, directed by Robert Florey; original by Garnett Weston; screen play by Garnett Weston and Gladys Unger; photographed by Charles Schoenbaum. Cast: Anna May Wong, Philip Ahn, Charles Bickford, Larry Crabbe, Cecil Cunningham, Anthony Quinn, J. Carroll Naish, Ching Lee.

'EVEN DAYS,' Metro Pictures production; produced by Emanuel Cohen; directed by Edward Sutherland; screen play by Mae West; Cast: Mae West, Edmund Lowe, Charlie Butterworth, Walter Catlett.

'SCANDAL STREET,' formerly titled **'THE KNEW WHAT HAPPENED,'** produced by general manager; photographed by Eddie Welch; based on story by Vera Caspary; photographed by Henry Sharp. Cast: Lew Ayres, Louise Campbell, Porter Hall, Roscoe Karns, Virginia Weidler, Edgar Kennedy and Cecil Cunningham.

'GOLDEN SMILE,' produced by Harry Sherman; directed by Les Selander; original by Clarence E. Mulford; screen play by Norman Houston; photographed by Clarence E. Mulford; screen play by Norman Houston; photographed by Clarence E. Mulford.

(Continued on page 28)

BRONCO BILLY'S SISTER HAS RADIO SHOW IDEA

San Francisco, Nov. 16.
A radio act called 'Classical Swinger,' consisting of burlesques of operatic sopranos, is being peddled to local and Los Angeles radio stations by Leona Anderson, sister of George W. 'Bronco Billy' Anderson, first cowboy star of the old Essanay studios. Miss Anderson, who is said to possess a sizable fortune, recently demonstrated her idea at a dance sponsored by the National Broadcasting Co. technicians' union, Associated Technical Employees.

She appeared in the earliest Charlie Chaplin screen comedies, and has sung both in opera and in George M. Cohan musical comedies.

Lloyd's 'Fargo' Bally

Hollywood, Nov. 16.
Paramount is reading smash campaign for 'Wells Fargo' with Frank Lloyd producer-director, making key spot rounds with print. Heads for N. Y. Dec. 5 for trade showing and then his keys for press trade screenings. Returns to N. Y. for premiere Dec. 22 and then spans country for Frisco opening Dec. 30. Studio publicist accompanies Lloyd on jaunt.

Cronin Visit for Metro

Dr. A. J. Cronin, author of 'The Citadel,' current best seller, arrived from England Monday (15) and will leave for the Coast in a few days as adviser to Metro on the filming of his book. Will remain in New York several days and visit Boston before hopping west.

CONTRACTS

Hollywood, Nov. 16.
Jane Withers optioned for another year at 20th-Fox. Columbia handed Ed Earl Repp a year's scripting term. Jack Duin, ex-skating partner of Sonia Henie, drew a playing term at Paramount. Gladys Unger ticketed to a Paramount writing pact.

Repp, who was optioned for two more films at Republic. Rex Dunn handed year's contract at 20th-Fox as composer and musician for six months.

Paramount hoisted its options on Burton Lane, melodist, and Ralph Freed, songwriter, for another year. Lou Breslow sticks at 20th-Fox as a writer for another year on an option-hoisting deal.

Mrs. Elisabeth Alexander Major's vocal coach pact has been renewed at 20th-Fox for six months. Warner directed-lined Irving Rapper to new dialog-directing pact.

William Bohl renewed with Republic as censor for a year. Option on Charles Henderson, U. vocal arranger, picked up for another year.

Metro has handed Jack Chertok a new term as short subjects chief. Gale Sondergaard signed new playing term at Metro.

Jayne Regan, 20th-Fox starlet, had her option renewed for a year. Universal signed Edna May Jones to a playing ticket. Metro validated the option of Ted Pearson.

TITLE CHANGES

Hollywood, Nov. 16.
Universal transmogrified 'A Welcome Impostor' into 'The Midnight Intruder.' It started as 'Synthetic Gentleman,' novel by Channing Pollock.

Columbia's 'American Legion' goes to the marquee as 'Squad of Honor.' Universal switched 'More Than Love' to 'Deadlocked.'

'The Bad Guy' was changed to 'Coronet Buck Jones pic, now is 'Headin' East.' Tag of 'The Badge of Policeman O'Roon,' Bing Crosby starrer at Metro, whittled down to 'Doctor Rhythm.'

Metro switched 'A Family Vacation' to 'Catch of the Season.' 'A Matter of Pride' at Metro becomes 'Bog Borrow or Steal.'

STORY BUYS

Hollywood, Nov. 16.
Universal acquired 'The Victoria Docks at Eight,' novel by Rufus King. Filming rights by 'The Said, I Do,' Revue Book by Frank M. Adams, purchased by Gregor G. LeClerc. 'Hell's Kitchen Has a Panty,' mag serial by Borden Chase, has been purchased by Universal, with Charles Beacham, story editor. This is second year to be bought by U for next season's line-up. Charles R. Rogers, production chief, is due in N. Y. next Monday (22) for confabs with Beacham.

NEW SONGS! NEW STEPS! NEW

— with a zip and a swing to make the

Here they come... in the grandest, gayest, laughinest musical of all!... with Footloose Fred topping his tops in the "Drum Dance"... romancin' with Hollywood's new Girl of Your Dreams... with goofy George and goofier Gracie at their goofiest!... with romance and rhythm and fun run riot on a screen alive with the lift of glorious gayety! **POSITIVELY THE WORLD'S DIZZIEST DANCING SHOW... A JOY-FILLED, NOVELTY THRILLED, LAVISH LOAD OF LIVING HIGH! SMART, SMOOTH AND SNAPPY!**



**FOUR
SINGY,
SWINGY
GERSHWIN TUNES!**

"Foggy Day in London"—"Nice
Work If You Can Get It"—"I
Can't Be Bothered Now"—
"Things Are Looking Up"

Music by
GEORGE GERSHWIN
Lyrics by
IRA GERSHWIN

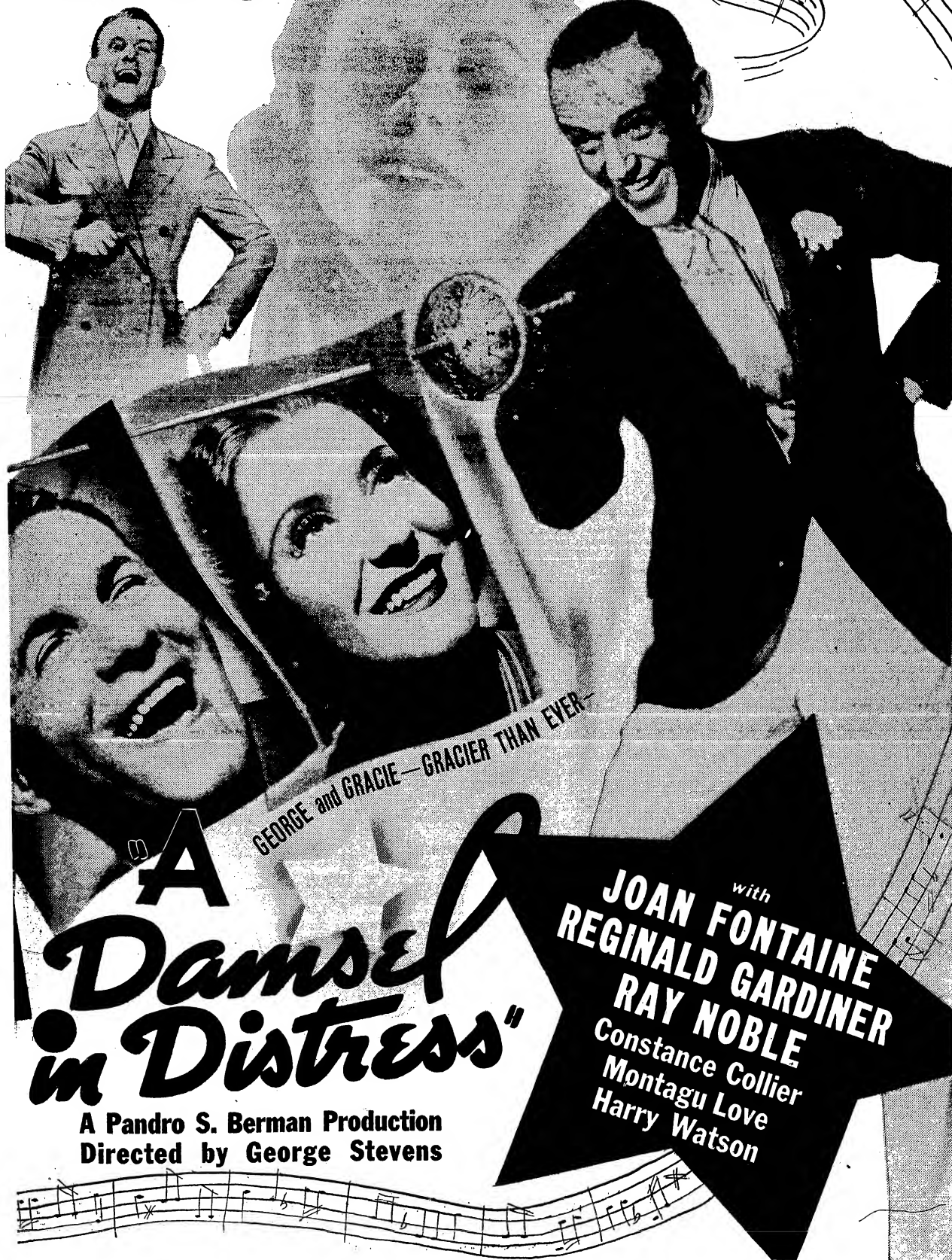
FRED ASTAIRE
George **BURNS** *Gracie* **and ALLEN**

From the Saturday Evening Post
Story by P. G. WODEHOUSE

Screen Play by
P. G. Wodehouse, Ernest Pagano, S. K. Lauren

**R K O
RADIO
PICTURES**

LAUGHS!
world ring!



GEORGE and GRACIE—GRACIER THAN EVER—

A
*Damsel
in Distress*

A Pandro S. Berman Production
Directed by George Stevens

with
JOAN FONTAINE
REGINALD GARDINER
RAY NOBLE
Constance Collier
Montagu Love
Harry Watson

Advance Production Chart

(Continued from page 25)

graphed by Russell Harlan. Cast: William Boyd, George Hayes, Russell Hayden, John Elliott, Billy King, Natalie Moorhead.

Paramount Pix Now in Production

'BIG BROADCAST OF 1938', produced by Harlan Thompson; directed by Mitchell Leisen; screen play by Walter DeLeon, Francis Martin, and Ken Englund; based on adaptation by Howard Lindsay and Russel Crouse of story by Frederick Hazlitt Brennan. Cast: W. C. Fields, Martha Raye, Dorothy Lamour, Ben Blue, Bob Hope, Shirley Ross, Leif Erikson, Kirsten Flagstad, Tito Guizar, Shep Fields.

'ROMANCE IN THE DARK', formerly titled **'THE YELLOW NIGHTINGALE'**, produced by Harlan Thompson; directed by H. C. Potter; screen play by Frank Partos and Anne Morrison Chapin; based on play by Hermann Bahr; photographed by William Mellor. Cast: Gladys Swarthout, John Boles, John Barrymore, Clair Dodd, Fritz Feld.

'DOCTOR RHYTHM', formerly titled **'THE BADGE OF POLICEMAN O'ROON'**, Major Pictures production; produced by Emanuel Cohen; directed by Frank Tuttle; original by O. Henry; screen play by Jo Swerling and Richard Connell; photographed by Charles Lang. Cast: Bing Crosby, Mary Carlisle, Beatrice Lillie, Andy Devine, Laura Hope Crews.

'BLUEBEARD'S EIGHTH WIFE', produced and directed by Ernst Lubitsch; no story credits available as yet; photographed by Leo Tover. Cast: Claudette Colbert, Gary Cooper, Edward Everett Horton, David Niven, Luis Alberni, Tyler Brooke.

'HER JUNGLE LOVE', produced by George Arthur; directed by George Archambault; no other credits available as yet; photographed by Ray Renahan. Cast: Dorothy Lamour, Ray Milland, J. Carrol Naish, Lynn Overman.

RKO-Radio

Studio	Number of Pix Promised	Number Completed	New Shooting	In Be Placed	Outing Before	Rooms Cameras	Preparation
Condon	6	0	1	1	0	6	2
Sol Lesser	3	1	1	1	0	1	1
David Low	2	2	0	0	0	0	0
Walt Disney	1	0	1	1	0	1	0
Total	55	14	8	5	30	19	16

Pictures now in the cutting rooms or awaiting previews are:

'DANGER PATROL', formerly titled **'HIGHWAY TO HELL'**, produced by Maury Cohen; directed by Lew Landers; original by Helen Vreeland and Hilda Vincent; screen play by Sy Bartlett and J. Robert Bren; photographed by Nick Musuraca. Cast: John Beal, Sally Eilers, Harry Carey, Frank M. Thomas, Lee Patrick, Ed Gargan, Paul Guilfoyle.

'A DAMSEL IN DISTRESS', produced by Pandro S. Berman; directed by George Stevens; original by P. G. Wodehouse; screen play by P. G. Wodehouse, Ernest Pagano and S. K. Laurei; photographed by Joe August. Cast: Fred Astaire, Joan Fontaine, Grace Allen and George Burns, Ray Noble, Reginald Gardiner, Constance Collier, Montagu Love, Harry Watson, Jack Carson.

'HITTING A NEW HIGH', formerly titled **'IT NEVER HAPPENED BEFORE'**, produced by Jesse L. Lasky; directed by Raoul Walsh; original by Robert Harari and George S. Brown; screen play by Gertrud F. Hirsch, John Twist; photographed by Roy Hunt. Cast: Lily Pons, John Howard, Jack Oakie, Eric Blare, Edward Everett Horton, Billy Gilbert, Eduardo Ciannelli.

'SHE'S GOT THAT SWING', produced by Albert Lewis; directed by Joseph Santora; original by Joseph Santora and Monroe Shaff; photographed by Jack MacKenzie. Cast: Gene Raymond, Ann Sothern, Victor Moore, Helen Broderick, Billy Gilbert, William Brisbane, Alan Bruce.

'TAKING THE TOWN', produced by Maury Cohen; directed by Edward Kelly; original by Arthur T. Horman; screen play by Horman and Franklin Coetz; photographed by Jack MacKenzie. Cast: Fred Stone, Dorothy Moore, Gordon Jones, Harlan Briggs, Paul Guilfoyle, George Irving, Frank M. Thomas, Berton Churchill.

RKO-Radio Pictures Now in Production

'BRINGING UP BABY', produced by Cliff Reid; directed by Howard Hawker; original by Hagar Wilde; photographed by Russell Mitty. Cast: Katharine Hepburn, Cary Grant, Leona Roberts, George Irving, Wesley Barry.

'HAVING WONDERFUL TIME', produced by Pandro S. Berman; directed by Al Santelli; play and screen play by Arthur Kober; photographed by Robert De Grasse. Cast: Ginger Rogers, Douglas Fairbanks, Jr., Richard 'Dick' Skelton, Peggy Conklin, Eve Arden, Lucille Ball.

'WOMEN HAVE MEN', formerly titled **'THE FEMALE OF THE SPECIES'**, produced by Edward Kaufman; directed by Leigh Jason; original by Allan Scott and Charles Norman; screen play by Scott; photographed by Peverell Marley. Cast: Miriam Hopkins, Ray Milland, Walter Abel, Henry Stephens, Mac Craig, Guinn Williams.

'SNOW WHITE AND THE SEVEN DWARFS', feature length cartoon now being readied by Walt Disney studios for December release.

'HAWAII CALLS', produced by Sol Lesser; directed by Eddie Cline; original by Don Blanding; screen play by Wanda Tuckoch; photographed by Jack MacKenzie. Cast: John Beal, Green, Ned Sparks, Raymond Paige, Pua Lani, Mamie Clark, Irvin S. Cobb.

'LIGHTS OUT', produced by Cliff Reid; directed by Lew Landers; play by Paul Dickey and Mann Page; screen play by Paul Yawitz and Gladys Atwater; photographed by Russell Mitty. Cast: Lee Tracy, Joan Woodbury, Lee Patrick, Paul Guilfoyle, Richard Lane, Bradley Page, Tom Kennedy, Frank M. Thomas, Jack Carson.

'EASY MILLIONS', produced by William Sistrom; directed by Christy Cabaner; original by Joe Krumpolt; screen play by J. Robert Bren, Edmund Joseph and Harry Segall; photographed by Paul Vogel. Cast: Preston Foster, Sally Eilers, Paul Guilfoyle, Cecil Kellaway, Lorraine Krueger.

Republic

Number of Pix Promised	Number Completed	New Shooting	In Be Placed	Outing Before	Rooms Cameras	Preparation
52	8	3	6	37	24	

Pictures now in the cutting rooms awaiting preview are:

'THE DUKE COMES BACK', produced by Herman Schlom; directed by Irving Pichel; Satepost story by Lucien Carey; screen play by Adele Buffington. Cast: Allan Lane, Heather Angel, Genevieve Tobin, Joseph Crehan, John Beal, Chick Chandler, Ernest Jackson.

'ZORRO RIDES AGAIN', produced by Sol Siegel; directed by William Witney and Jack English; original screen play by Johnson McCauley. Cast: Duncan Renaldo, John Carroll, Elsa Christian, Richard Alexander, Roger William, Reed Howe.

'NEWS IN THE AIR', produced by Ermand Schaefer; directed by Nick Grinde; original screen play by Wellyn Totman and Jack Townley; photographed by Ernest Miller. Cast: Wallace Ford, June Travis, Dean Jagger, Arthur Lake, Syd Saylor.

'WILD HORSE MODEO', produced by Sol Siegel; directed by George Sherman; original by Gilbert Wright; screen play by Betty Burbridge. Cast: Bob Livingston, Max Terhune, Ray Corrigan.

'THE LADY MISBEHAVES', produced by Al Levoy; directed by Lloyd Corrigan; original by Joe Krumpolt; screen play by J. Robert Bren, Edmund Joseph and Harry Segall; photographed by Paul Vogel. Cast: Preston Foster, Sally Eilers, Paul Guilfoyle, Cecil Kellaway, Lorraine Krueger.

'SPRINGTIME IN THE ROCKIES', produced by Sol Siegel; directed by Joe Kane; original screen play by Gilbert Wright and Betty Burbridge; photographed by Ernest Miller. Cast: Gene Autry, Smiley Burnette, Polly Rowles, Ula Love, Ruth Bacon, Jane Hunt.

Republic Pictures Now in Production

'MAMA RUNS WILD', produced by Ralph Staub; directed by Ralph Staub; original by Gordon Kahn; screen play by Gordon Kahn and Hal Yates; additional dialog by Paul Gerard Smith; photographed by Ernest Miller. Cast: Mary Boland, Ernest Truex, Max Terhune, William Henry, Lynn Roberts.

20th Century-Fox

Studio	Number of Pix Promised	Number Completed	New Shooting	In Be Placed	Outing Before	Rooms Cameras	Preparation
Sol Lesser	58	17	1	1	2	8	2
Total	58	19	5	4	30	10	

Pictures in the cutting rooms or awaiting previews are:

'IN OLD CHICAGO', Kenneth Macgowan, associate producer; directed by Henry King; screen play by Lamar Trotti and Sonya Levien, based on story by Niven Busch; photographed by Peverell Marley. Cast: Tyrone Power, Alice Faye, Don Ameche, Alice Brady, Andy Devine, Brian Donlevy, Tom Brown, Phyllis Brooks, Berton Churchill, June Storey, Paul Hurst, Tyler Brooke, J. Anthony Hughes, Gene Reynolds.

'LOVE AND HIS LIES', produced by Kenneth Macgowan; directed by Sidney Lanfield; original screen play by Arthur Arthur and Curtis Kenyon, Jr. Cast: Walter Winchell, Ben Bernie, Simone Simon, Joan Davis, Dick Baldwin, Wally Vernon, Bert Lahr.

'REBECCA OF SUNDERBURY FARM', produced by Raymond Griffith; directed by Alan Dwan; songs by Lew Pollack and Sidney Mitchell; no other writer credits yet announced; photographed by Arthur Miller. Cast: Shirley Temple, Gloria Stuart, Randolph Scott, Jack Haley, Helen Westley, Alan Dinehart, Phyllis Brooks, William Demarest, Slim Summerville, Raymond Scott Quintet, Dickie Dunbar, The Peters Sisters.

'TARZAN'S REVENGE', produced by Sol Lesser; directed by D. Ross Lederman; original by Edgar Rice Burroughs; screen play by Jay Vann and Robert Lee Johnson. Cast: Glenn Morris, Elicanor Holm, George Barbier, Hedda Hye, George Hege, Pat O'Brien.

20th-Century Pictures Now in Production

'CHECKERS', produced by John Stone; directed by H. Bruce Humberstone; no story credits yet announced; photographed by Daniel B. Clark. Cast: John Withers, Stuart Erwin, Una Merkel, Marvin Stephens, Marcia Mae Jones.

'THANK YOU, MR. MOTO', produced by Sol M. Wurtzel; directed by Norman Foster; no writer credits yet announced as yet; photographed by Virgil Miller. Cast: Peter Lorre, Jayne Rangan, John Carradine, Thomas Beck, Pauline Frederick.

'HAPPE ENDING', produced by Dave Hempstead; directed by Roy Del Ruth; no writer credits as yet; photographed by John Mescal. Cast: Sonja Henie, Don Ameche, Ann Hersholt, Ethel Merman, Cesar Romero, Leah Ray, Ray Quinlan, The Peters Sisters, The Condo Brothers.

'HAWAIIAN BUCKAROO', produced by Sol Lesser; directed by Ray Taylor; original story by Harold Bell Wright; screen play by Dan Jarrett; photographed by Allan Thompson. Cast: Smith Ballaw, Evelyn Knapp, Benny Bart, Harry Woods, George Hege, Pat O'Brien.

'SALLY, IRENE AND MARY', produced by Gene Markey; directed by William Seiter; from play by Edward Dowling and Agnes Wood; no other writing credits as yet announced; photographed by Ernest Palmer. Cast: Alice Faye, John Davidson, Helen Brown, Robert Hoff, Madge Evans, Tony Martin, Louise Hovick, Raymond Scott Quintet, Jimmy Durante.

United Artists

Number of Pix Promised	Number Completed	New Shooting	In Be Placed	Outing Before	Rooms Cameras	Preparation
Samuel Goldwyn	6	3	1	1	1	4
Alexander Korda	6	0	0	0	6	4
Selznick	5	1	0	2	2	4
Walter Wanger	1	0	0	0	0	1
Chaplin	1	0	0	0	1	1
London Films	8	1	0	0	7	8
Total	34	7	1	4	22	28

Pictures now in the cutting rooms awaiting previews are:

'I MEN MY LOVE AGAIN', produced by Walter Wanger; directed by Arthur Ripley and Joshua Logan; screen play by David Herzb; from novel by Allene Corliss; photographed by Hal Mohr. Cast: Joan Bennett, Henry Fonda, Dame May Whitty, Alan Marshall, Louise Platt, Alan Baxter, Tim Holt, Dorothy Stickney, Florence Lake, Genevieve Tobin, Alice Kane.

'NOTHING BUT THE TRUTH', produced by David O. Selznick; directed by William A. Wellman; original by James H. Street; screen play by Ben Hecht; photographed by Howard Greene. Cast: Carole Lombard, Freddie March, Charles Winninger, Walter Connolly, Sig Ruman, Frank Fay, Margaret Hamilton, George Brent, George E. Stone, Hedda Hye, Hopper, John Menal.

'THE ADVENTURES OF MARCO POLO', produced by Samuel Goldwyn; directed by Archie Mayo; screen play by Robert Emmett Sherwood; photographed by Rudolf Mate and Archie Stout. Cast: Gary Cooper, Sigrid Gurie, Ernest Vase, Blanche Barnes, Basil Rathbone, George Barbier, Lotus Liu, Ferdinand Gottschalk.

'THE ADVENTURES OF TOM SAWYER', produced by David O. Selznick; directed by Norman Taurog; screen play by John V. A. Weaver, from story by Mark Twain; photographed by James Van Hove and Wilfred Cline. Cast: Tommy Kelly, Jackie Moran, May Robson, Walter Brennan, Ann Gillis, Victor Jory, Mickey Rentscher, Cora Sue Collins, Charles Richman, Spring Byington, David Holt, Marcia Mae Jones, Margaret Hamilton, Philip Hurdie, Erville Alderson, Donald Meek, Nana Bryant, Victor Kilian, Frank McElwyn, Sr.

United Artists Pictures Now in Production

'THE GOLDWYN FOLLIES', produced by Samuel Goldwyn; directed by George Marshall; photographed by Gregg Toland; original screen play by Ben Hecht. Cast: Kenny Baker, Virginia Verrill, Adolphe Menjou, the Ritz Brothers, Helen Jepson, Charles Kullback, Phil Baker, Edgar Bergen and Charlie McCarthy. Zorina, Bobby Clark, Ella Logan, William Dollar, George Balanchine's American Ballet, Andrea Leeds.

Universal

Number of Pix Promised	Number Completed	New Shooting	In Be Placed	Outing Before	Rooms Cameras	Preparation
50	11	1	1	29	10	

Pictures in the cutting rooms or awaiting previews are:

'THE BOSS OF LONELY VALLEY', produced by Buck Jones; directed by Ray Taylor; novel by Forrest Brown; screen play by Frances Guilhan. Cast: Buck Jones, Muriel Evans, Harvey Clark, Walter Miller, Lee Phelps, Ted Adams, Dickie Rowland, Ezra Paulett, Matty Fain, Grace Goodall.

'SUDEN RICH', produced by Joe Lewis; original screen play by Ray Taylor; novel by Jackson Gregory; screen play by Frances Guilhan. Cast: Buck Jones, Noel Francis, Frank McGlynn, Sr., Harold Hodge, Ted Adams, Evelyn Bren, Lee I. Phelps.

'SOME BLOODS ARE HOTTER THAN DANGEROUS', produced by E. M. Asher; directed by Milton Carruth; novel by W. R. Burnett; screen play by Lester Cole. Cast: Noah Beery, Jr., Nan Grey, William Gargan, Dorothea Kent, Rowland Drew.

'COVERAGE OF THE WEST', produced by Trem Carr; directed by Joe Lewis; original screen play by Jay Norton Baker; photographed by Virgil Miller. Cast: Bob Baker, Lois January, J. Farrell MacDonald, Fuzzy Knight, Carl Stockdale.

'RENEGADE WRANGLERS', produced by Trem Carr; directed by Joe Lewis; original screen play by Virgil Miller. Cast: Bob Baker, Joan Barclay, Fuzzy Knight.

'TIM TYLER'S LUCK', produced by Henry MacRae; directed by Ford Beebe; screen play by Wynand Gibbs, Norman S. Hall, Ray Trampe. Cast: Frankie Thomas, Frances Robinson.

'PRESCRIPTION FOR ROMANCE', produced by Edmund Grainger; directed by S. Sylvan Simon; original by John Reinhardt and Robert Neill; screen play by Edmund Grainger, Robert T. Shannon and Albert R. Perkins. Cast: Wendy Barrie, Kent Taylor, Mischa Baer, Dorothea Kent, Frank Jenks, Henry Hunter.

'YOU'RE A SWEETHEART', formerly titled **'YOUNG MAN'S FANCY'**, produced by E. G. Cullery; directed by David Butler; original story by Bill Thomas, Maxwell Shane and Warren Wilson; screen play by Monte Brice and Charles Grayson. Cast: Alice Faye, George Murphy, Ken Murray, the Three Diamond Brothers, Andy Devine, Larry Blake, Harry Stockwell, Charles Winninger, Frank Jenks, Frances Hunt.

'INTERNATIONAL SPY', produced by Trem Carr; directed by Joe Lewis; original screen play by George Waggoner; photographed by Harry (Continued on page 33)

4 AWAY, U PRODUCTION HIATUS COMES TO END

Hollywood, Nov. 16. Production hull at Universal came to an end this week with four pictures, including a serial, going into production yesterday (Monday).

Quartet lists 'Mad About Music,' new Deanna Durbin starrer with Joe Pasternak producing and Norman Taurog directing; 'Border Wolves,' Trent Carr film; a Crime Clubber, directed by Otis Garrett with Larry Fox and Irving Starr co-producing; and 'Flash Gordon's Trip to Mars,' a chapterplay.

'Gordon' winds up U's serials for the season.

Kent Drops Personal Holding Co., Berkshire

Washington, Nov. 16. Existence of Pathe's stock in Monogram Pictures stock, came to light today (Tuesday) in latest report of the Securities and Exchange Commission on transactions of corporate insiders.

With but one deal involving a film company figures showing, the Government summary disclosed that Pathe International Corp. can purchase 6,017 shares of Monogram common at bargain-counter rates. Pathe presently accounts for 66,667 shares of the Mono paper.

Lone transaction during late September was shift in 20th Century-Fox holdings of Sidney R. Kent, company president. In transferring from one pigeon-hole to the other, Kent assumed direct ownership of 3,355 shares of common which formerly were registered to Berkshire Financ. Co., his personal investment firm. Berkshire's interest was wiped out, thus simplifying bookkeeping under complicated tax laws designed to discourage holding companies.

Newsreels Calling Off On Sino-Jap Coverage

U. S. newsreel companies are expected to start recalling their special cameramen now covering the Sino-Japanese front in a few weeks. Aside from the desire for economy, newsreel execs are convinced that they have obtained the bulk of best action material from the warfare zone. Capture of Shanghai proper by Japanese is held responsible for this change in attitude because newsreelers believe that fighting in the country and along long front will be less spectacular.

Newsreel editors have learned from previous experience that the most graphic battle material is secured only when forces come into contact in a large city. This was true of Spanish revolution, with best sequences obtained in and near Madrid.

Desire to trim expenditure sails also is based on the prospect that Japanese censorship around Shanghai will affect their coverage. Even here, coverage is not obtained there, most of it has to pass through Shanghai to get to U. S.

Conn Supes 8 Gallipers For Concord Productions

Hollywood, Nov. 16. Maurice Conn will supervise a series of eight gallipers for Monogram release to be made by Concord Productions for the 1937-38 program. Activities will have nothing to do with Conn's other production obligations, according to Scott R. Dunlap, Mono v.p. in charge of production.

Nat'l Screen's 15th Unit

National Screen Service is opening a trailer and accessories branch at Cleveland next month under an expansion program which has seen the addition of numerous key city offices during the past year. With Cleveland, company will have around 15 branches all told.

Gaston L. Stern, home office executive, who two months ago organized a branch at Charlotte, N. C., is going out to supervise the opening of the new one at Cleveland.

Bruce Follows Through

Hollywood, Nov. 16. George Bruce has returned to the Metro writing corps to script his own novel, 'Baby Face,' which Sam Zimbalist will produce.

Service's latest work for Metro was on 'Navy Blue and Gold.'

PEAK BUILDING SINCE '29

FACE-LIFTING AND NEW HOUSES

Every Chain Has Been Engaged in Theatre Construction and Renovation—Will Start Easing Off with Winter's Advent, but It's Been the Biggest Program in Years

MEANS B. O. HYPO

By ROY CHARTIER

Although from now on through the winter the trend toward building theatres is expected to slacken, partly because of money conditions, activity in the construction of new houses, in rebuilding others and in remodeling is at the highest peak since 1929. With the opening of new theatres now under construction or about to start, plus a vast amount of remodeling all over the country, 1938 will see the addition to the exhibition map of properties that will make important fresh or additional bids for patronage. These theatres, starting out new, or as remodeled spots of entertainment, may also contribute to the trend toward increased admissions.

Where a new theatre may replace an old one, that falls by the wayside or provides a better first run than the situation now has, there is an excuse for a higher levy at the box office. It also follows that where theatres are remodeled they may be worth a higher admission fee to the public, or at least deserve it. While the admission hike may be only a nickel, on most all remodeling jobs so far this year the operators have jacked up their scales as much as the traffic might stand.

In addition to considerable building by independents in various parts of the country, all of the chains have been in the construction field so far this year, excepting RKO, which has not yet emerged on a reorganization. With the latter, it may also build, having sites in its control in various spots, but, meantime, RKO has acquired various theatres from indies around New York. In addition to the four houses taken over from Leo Ochs, circuit acquired the Republic, Brooklyn, a month ago and more recently the Roosevelt in Harlem as well as the Broadway, Central and Park Hill, Yonkers, under an operating pool deal.

Paramount's Big Program
The greatest amount of building and remodeling is reported by Paramount, which has the largest chain in the country. In addition to acquisitions here and there, this company has undertaken a building-remodeling program of major proportions not restricted to any part of the country. Over and above that, it proposes an air-conditioning program for Southern states next spring that will probably run to \$250,000. Added to a few theatres that were opened this summer, or early fall is a representative group in various scattered territories that are nearly ready for operation or won't be able to open until sometime next year.

Center, Salt Lake City, will open in about two weeks, while the new Ute there will open in the spring. At Baton Rouge, La., the new Varsity opens next week, while a second under construction, the Downtown, won't open until next year. A new house in Detroit (Varsity), recently opened, and another is being built downtown by the George Trendle-Par interests.

Other new houses under construction for Par include Jackson, Miss., opening in January; the Rex, Pensacola, opening around Nov. 20; the Isis, West Asheville, N. C., around Xmas; the Juliet, Poughkeepsie, around Dec. 1; a new one at Butler, Pa., opening early in the spring; the Isis, Bystol, Tenn., in February; a new house at Newton, Mass., ready in a few weeks; one at Charlottesville, Va., just under way; the

Raleigh, Raleigh, N. C., nearing completion; new house in Savannah, Ga., that's under way, and three new construction in Florida, all under way, at Orlando, Hollywood and St. Augustine.

Major costly remodeling jobs heading a country-wide program putting theatres into better shape include recent remodeling or work under way on the State, Tucson; Isis, Pensacola, Fla.; Empire, Mobile, Ala.; Majestic, Johnson City, Pa.; Strand, Knoxville; the Fargo, Fargo, N. D.; and Arcade, Ft. Myers, Fla. Jack Knight, h.o. maintenance executive, returned to New York Monday (8) after being away for some time supervising remodeling jobs in the west, far west, Arizona territory, the Interstate section, the south and elsewhere. There is a certain amount of remodeling and redecoration almost everywhere on the Par circuit.

Warners Refurbishing

The Warner circuit, which has already completed a lot of remodeling and renovation, has also put in considerable new sound equipment this year. Policy of this company, as with Loew's, has been to constantly fix theatres up recently, even if it's only a new coat of paint to slick them up. One of the major remodeling jobs with Warners is on the old Boulevard in Pittsburgh and another is on the Grand at Camden, N. J. Along with remodeling and other fixing, it has been WB's policy to keep increasing prices if it is figured the public would stand it.

Led by new de luxe theatres in London, England, on which work has started, Warner building includes the new Colony, Cleveland, a 1,400-seater which is being rushed for opening by Thanksgiving. The circuit is also building a good-sized house in Chicago, 1,400 seats, which will be known as the Rose. There is some minor building in western Pennsylvania but no acquisitions from indies or others. In fact, WB dropped a few houses recently, Kinney-Wilby taking over the Broadway, Charlotte, and Paramount eight houses in small Kentucky towns.

Loew's

In addition to new houses for Loew's on Dyckman street in New York and on the Post Road, near to N. Y., circuit has gone in for considerable remodeling and during the past summer put new sound into most all of its theatres. All of the Poli houses in New England have been refurbished, including new marquees. The Columbia, Washington, where prices were upped, is one of the Loew major remodeling jobs. In all cases, what has been sound has been or is being installed, only the very latest in equipment is being considered by the Loew chain. Biggest remodeling job for Loew's and its Metro subsidiary was the Capitol, N. Y., two months ago. The Roxy, N. Y., now controlled by 20th-Fox, is also starting on a large remodeling job and will spend \$150,000 building new stage, reseating, recarpeting, painting, decoration, etc.

Where Loew's is chancing increases, they are almost entirely a boost of only '5c. Other circuits, notably Par, has been experimenting with higher boosts in numerous spots.

Malden, Mass., Nov. 16

Mayor John D. Devir opened the new Maplewood, 700-seater recently constructed by Irving I. Green of West Newton at a cost of more than \$100,000. Middlesex Amus. Co. of Malden, operators of the Granada, Mystic, Strand, Orpheum and Auditorium, will run it.

Lancaster, Pa., Nov. 16

Work has been started on the remodeling of the Fulton here, which is expected to cost approximately \$100,000, and result in a modern front and marquee as well as lobby and box office for the house.

Change will be among the first made since the house, formerly the Fulton Opera House and one of the city's first theatre's was built.

Rasch Held by MG

Hollywood, Nov. 16

Metro has handed Albertina Rasch, terp director, a new straight, two-year ticket.

She is now busy on 'Rosalie,' 'Girl of the Golden West' and 'Marie Antoinette.'

10% Tax Cut

(Continued from page 5)

has been reluctant about increasing admission scales in any general move because of the tax provisions and the 41c ceiling it establishes. The 10% tax on admissions makes it necessary for an exhibitor to collect 5c more on a 40c admission, 10c more where the ticket costs \$1 and, in a case such as the Music Hall, N.Y., for \$1.50 reserved seats, an extra 15c.

One of the difficulties due to the tax is that if a theatre which now charges 40c, as many hundreds do, wants to boost the price a nickel to 45c, a tax of 4 1/2c immediately becomes due. Result is that although the public would be paying 45c, the theatre ends up at the net figure of 40c as now charged. Thus, such an increase would mean the nickel increase in its entirety would go to the Government. While the tax actually would figure 4 1/2c, the fraction makes it necessary to pay the full 5c.

The necessity of getting the 10% tax also discourages the theatre now charging 40c from attempting a 10c advance in prices. If the exhibitor thinks his trade and conditions will stand a boost, it must be from the 40c now obtained to 55c, a tax forming 5c of this increase. The difference there of 15c becomes dangerous.

Also, as Balaban explains it, if there were no admissions tax, one theatre might try for 50c, while another might go from the 55c now necessary to just 60c, and those getting 65c might step up to 75c. That would make it a dime more than now charged when tax is figured, in addition to which the full dime would go to the theatre instead of part of it to the Government. Or stay at the same scale as now charged and be ahead the amount of the tax set aside for the Government on admissions now over 40c.

Moreover, should a 40c exhibitor advance to 50c, then the houses behind him, down the line to where only a dime is charged, are enabled to hoist the scales a nickel or 10c. With the tax standing there at the 41c ceiling, the obstacles looking to admission increases not only stand in the way of the theatre, but also those that aren't. In other words, if the 40c theatre won't boost, then the exhibitor at 30c behind him and the next fellow at 25c are stymied.

Needs the Upping

Balaban believes that the 5 or 10c admission increase range, rather than odd amounts due to tax requirements, is highly desirable from the theatre operator's point of view. This difference between prices of the various runs enables a better balance. It is also felt that admission increases striking an average of a dime or some more suitable average than now possible, is preferable. As standing, nothing can be done about increasing from 40c unless it's for the 15c total.

One of the first reactions to raising admissions is that this extra money is being taken from people who may not have much. While operators realize that increases may be made for people who would stand it and pay it, the increases may keep others out. The success of many theatres, it is pointed out, has been in creating the bargain morning and matinee prices poorer classes could stand instead of higher evening scales.

One of the important arguments put forth on the tax question, as result of its survey, is that tax on personal incomes would increase if the 10c levy on admissions over 40c, which affects the smallest of pocketbooks, was removed. Figures show that about 80% of the earnings of corporations are paid as dividends. These dividends go mostly to the moneyed classes and about 35% in turn, is paid over to the Government in the form of personal income tax, so that if corporations (distributing, theatre, etc.) showed larger earnings, not only would they be taxed higher themselves, but through necessary dividends those receiving the latter would be paying proportionately more to the U. S.

It is claimed that persons earning over \$100,000 yearly get 25% of all

Slide Film Recording, a New Comm'l Pix Biz Now of Large Proportions

M-G-M's Manpower

(Continued from page 3)

(Monday) with Gravel in the top spot. He expects to take a month's vacation between finishing 'Scandal' and starting the Metro setup. Understood he will make six pictures annually on the Metro program, personally directing two of them.

LeRoy started with First National 14 years ago as a gagman working with Al Green and was handed his initial directorial assignment under the regime of John McCormick several years subsequently. He continued to stick around as an ace megger after Warner Bros. took over First National. In fact, his only outside picture was 'Tugboat Annie,' which he directed for Metro with Marie Dressler, as Wallace Beery co-starred. His work in this film brought the attention of Louis B. Mayer to him and ever since Mayer has been awaiting his opportunity to snare LeRoy for Metro on a permanent basis.

U's Player Pruning

Hollywood, Nov. 16

Universal is pruning its stock player roster to the bone with many turned adrift who have never appeared before the cameras.

The sifting is expected to extend beyond the stock group and hit into contract players as well.

Giving Her Top Help

Hollywood, Nov. 16

William Powell is slated for the spot opposite Annabella, 20th-Fox's French import, in 'Jeanne,' which is scheduled to go into production Nov. 29.

Henry Stephenson draws a featured character role.

'TAINT SO, SAYS C. C.

Becton Getting Up Central Casting Statistics on Extras

Hollywood, Nov. 16

Central casting is compiling figures to refute the claim of extras that \$5.50 calls are predominating since the \$3.20 check was abolished and the \$7.50 daily call upped to \$9.25.

Fred Beeson, Central head, said the survey will prove only a slight variance in \$5.50 calls compared with old \$3.20 check since Guild shop contracts signed by producers.

dividends declared, while 25% goes to those earning under \$5,000, the other 50% being split somewhere between. With as much as 25% of all dividends going to persons earning over \$100,000, any increase in the amount of those dividends would mean proportionately larger slices for the Government on personal income due to surtaxes when net income reaches high figures.

Although the U. S. tax on tickets is a major problem affecting admission advances, other and lesser reasons may figure here and there against the advisability at this time of kiting b.o. prices. There may be instances where an exhibitor might increase scales and get the same volume of customers, yet due to rent deals calling for percentages over certain gross, picture agreements or for other reasons, would come out the same in the long run, or even less.

Balaban is hopeful that his company's analysis of the tax matter, together with its theories, may finally result in favorable action at Washington. That it should receive serious consideration at this time is likely since various 'taxes are under official discussion looking to modification or other action in the direction of relief.

Slide Film Recording, a comparatively new form of visual education, is being largely used by commercial outfits. Device consists of a motion picture film used in a still or slide projector, and a small talking machine. Projector throws a scene on a small portable screen, and on the platter a speaker has cut the explanation of that scene. When the recording reaches the end of the explanatory remarks, applying to the projected picture, it is halted automatically. Ringing of a bell notifies the operator. Machines are operated manually.

Six companies produce the major portion of the films and recordings used. They do a business aggregating \$5,000,000 a year. Companies are the Vocal Film Corp. of N. Y., a subsid. of Cleveland B. Chase Co., advertising agency; Jam Handy Co., Wilding Co.; Ross-Roy Co. of Chicago and Detroit; Audio-Vision Co., subsidiary of Trade-Ways, and the Bathscope Co.

It is estimated that the industry, which has been in existence about four years, has a payroll amounting to \$1,000,000 yearly. That figure is for announcers and talent only, does not include office workers, etc. Although not a practice, an actor can make four films a day at \$10 per. Usual daily output is two. At that, an actor's yearly income ranges from \$3,000 to \$7,000. Announcers' salaries range a little higher, reaching the \$5,000 to \$10,000 yearly brackets.

Machines are sold or rented to large corporations and used in numerous ways. Coca Cola is reported the heaviest consumer. Machines are sent out in charge of men trained in their operation. They are taken into stores, or wherever the product is sold, to demonstrate and explain how the article can best be displayed, and give tips on proper sales talk. It compels attention that a salesman would not receive. Other large companies using the device in like manner are Philco Radio, Easy Washing Machine, Loose-Wile Bakeries, Lever Bros., Westinghouse Electric, Edison Co. and the Borden Mills Co.

Auto-mobil makers use it in safety campaigns for propaganda against reckless driving and other evils of the road. Also in showrooms to explain how cars are made. General Motors alone uses 7,000 projectors. Ford and Chrysler Corp. are also heavy buyers.

Actors who take part in the production of the films come from all walks of theatrical life, making it a sideline to other activities. Some are professional models who have come to work at it exclusively.

Back Up the Ladder

Hollywood, Nov. 16

Bent on building up Dolores Costello, Barrymore to stellar proportion for the services of Jack L. Warner has instructed his story department to obtain suitable script material.

Actress scored strongly in 'Girls on Probation.'

'Zaza' Again at Par

Hollywood, Nov. 16

Paramount has placed 'Zaza' on the spring production schedule and is angling with David O. Selznick for the services of George Cukor as director. Film was done as a silent with Gloria Swanson.

Albert Lewin is slated to produce.

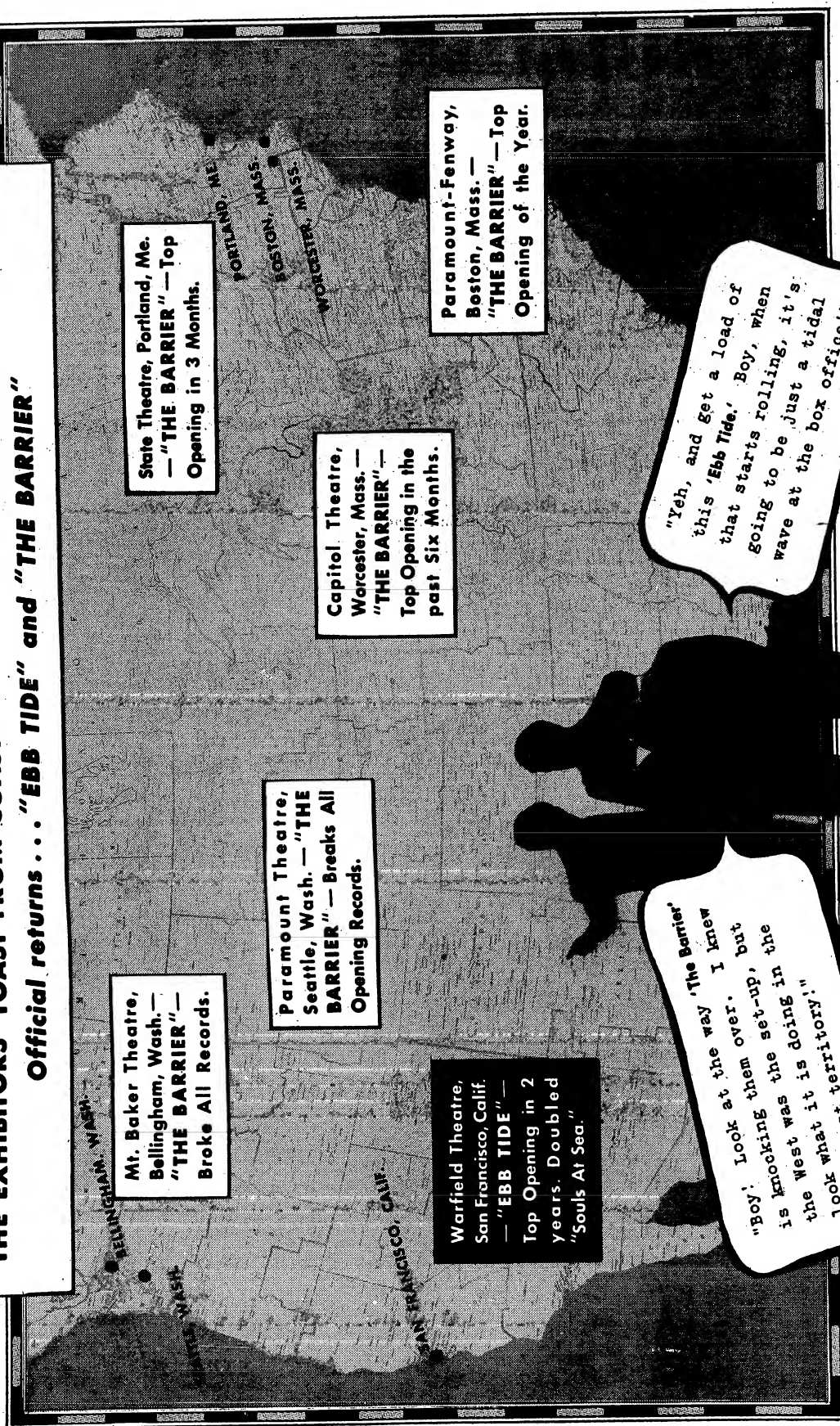
'Sisters' for Lewis

Hollywood, Nov. 16

New Warner production plans have set David Lewis in as director of 'The Sisters,' which Milton Krims is scripting based on the Myron Brinig novel. Bryan Foy will produce the next Ronald Reagan 'Zazura.' 'For the Defense.'

Feb. 1 is the tentative starting date for 'The Amazing Dr. Clitterhouse,' to be directed by Anatol Litvak.

**THE EXHIBITORS' TOAST FROM COAST TO COAST . . . PARAMOUNT PICTURES!
Official returns . . . "EBB TIDE" and "THE BARRIER"**



"Yeh, and get a load of this 'Ebb Tide.' Boy, when that starts rolling, it's going to be just a tidal wave at the box office!"

"Boy! Look at the way 'The Barrier' is knocking them over, but is knocking the set-up, the the West was doing in the look what it is doing in East Coast territory!"

Paramount's "EBB TIDE" and "THE BARRIER" are turning things upside down in the picture business—and cracking records from coast to coast

Inside Stuff—Pictures

Running a \$112.50 investment up to \$35,000 in two and a half years is the record made by D. F. Luckie, young Houston (Texas) theatre man who just announced the sale of his theatres in Goliad, Karnes City and Nixon to the Rubin Frels Theatres of Victoria.

Armed with a lot of nerve and little money, he quit a \$50 a week job as manager of the Rita and the Queen theatres in Victoria 30 months ago and went to Goliad. With his cash on hand of \$112.50 and \$950 borrowed from three banks, he opened a theatre in Goliad. His theatre clicked and he established theatres in six other Texas towns, at Bastrop, Lott, Weimar, Karnes City, Nixon and Westport, a suburb of Houston, in his own chain known as the Luckie Theatres. Last spring he sold the houses at Bastrop, Lott and Weimar, retaining only his University, which was opened last May.

Plunging for \$50,000 in a national advertising campaign for 'Ebb Tide,' Paramount is lining up another campaign for 'Wells Fargo,' this one to run somewhere between \$50,000 and \$80,000. On 'Fargo,' company is going into all boys' publications and will arrange co-operative ads that are to differ from the usual procedure in that the exhibitor will contribute no more than he ordinarily does on the average picture. Included in the 'Fargo' campaign will be complete posting on the Pacific Coast.

Writer doing biography of top male star wanting an O. Henry finish built up a scene earlier in his piece about a guy befriending the star in the sticks years before and the star's fruitless search ever since for the lost benefactor. Since piece appeared in print both writer and star have been flooded with letters from guys having the same name as the one they picked out of the sky and saying they are the lost pal. Pair are now stuck as to how to answer these as the whole incident was fiction.

Victor Garfield has acquired for U. S. release the Australian-made pic, 'Orphan of the Wilderness,' which he has retitled 'Wild Innocence.' Credits have also been changed to give 'Chut,' a tame kangaroo, top billing. Wendy Munro and Brian Abbott, formerly starred, are featured below the animal. Film has also been cut 20 minutes, bringing the running time down to 65 minutes. Was reviewed in VARIETY, issue of Jan. 27, '37.

Jacques Kapralik arrives from New York in Hollywood this week to assume charge of designing art titles for film backgrounds at 20th-Fox. His work in compiling novel advertising backgrounds by making paper cuts and having them photographed drew attention to him in the east. At 20th-Fox he will create background substance on picture titles and devise similar novelty advertising gadgets for campaigns on forthcoming pictures.

Ambitious mothers of what they consider potential screen juveniles are still the job in Hollywood as well as elsewhere. Twentieth-Fox released a story that the studio was searching for youngsters to appear in 'Headline Huntress,' and hundreds of mothers deluged the lot with telephone calls, telegrams and letters. James Tinling, director, and Jim Ryan, casting director, were swamped with sales talk. One mother in Chicago put in a call. Mob at the studio gates resembled an egg-rolling picnic.

Universal domestic billings for 13 weeks ending Oct. 30, covering the fourth quarter of the company's fiscal year, showed an increase of 17% over comparable period last year, according to statement of J. Cheever Cowdin, board chairman.

U reported 15 pictures completed at end of this quarter against 12 turned in for fourth quarter, 1936.

Walter Wanger sneak-previewed 'I Met My Love' at Loew's Capitol, Washington, Saturday (13), after last regular performance. Joan Bennett, one of stars in flicker, also was winding up work on 'Stage Door' at the National, Washington, and showed up for the preview.

DETROIT EXHIB PUT ON PROBATION BY U. S.

Detroit, Nov. 16. Jacob Schrieber, op of theatre chain here, was placed on probation for five years last week on charge of income tax evasion. Schrieber, who recently settled the claim, was charged with paying only \$4,163 in income taxes over a period of years, whereas he should have paid \$48,950. Operator, after pleading not guilty, later changed his plea to one of not condore.

In the indictment charging Schrieber with evading payment of \$10,299 of his 1930 tax, Milton Bernstein, ex-Detroit accountant now living in Cleveland, was named as abetting Schrieber. On a second count in the indictment, Schrieber was charged with failure to pay \$77,275 of his 1929 tax. On motion of U. S. attorney John C. Lehr, Federal Judge Arthur F. Lederle nolle prossed the indictment against Bernstein.

DeMille's 'Hudson's Bay' Getting MacPherson Touch

Hollywood, Nov. 16. Script for Cecil B. De Mille's next Paramount picture, 'Hudson's Bay Company,' is being prepared by Jeanie MacPherson. Film will be based on 'The Lone Traverse,' original yarn by Paul Schofield and Ralph Scott.

WB's 2 Philly Parties

Philadelphia, Nov. 16. Warner Bros.' circuit in the Philly district will give a Christmas party for employees at the Arcadia-International here, in fact, two Christmas parties. Half the workers will be entertained on Sunday, Dec. 19, and the others on Monday (20). Shindigs will blow off at 11:30 after houses close for the day.

Cuffo Terpers

(Continued from page 1)

Erno Rapee and his orchestra, which is under union rules, will work for next to cuffo.

Besides the afternoons for charity at the Rainbow Room, where a gander at the folk-dancing retails at \$2.50, there are two bills skidded for the Center theatre. Composed of classic and modern terping. First bill will have Catherine Littlefield's Philly Ballet, Ballet Caravan, and Gluck-Sandra of the Dance Center and the WPA; also Paul Draper and Paul Haakon. Second program includes Martha Graham, Hanya Holm, Doris Humphrey, Tamiris, Charles Weidman, and Ruth St. Denis, all working for pennies. Littlefield is charged with instance, gets about \$300 for transporting 40 people and sets from Philly. Admission ranges from 35c to \$7.70.

Third part of the Dance International, as the terp powwow is labeled, includes a hefty exhibit of books, paintings and sculpture at the International Building, Radio City. It is under the supervision of Commander C. M. Girard. Dance films also will be shown here, with Lowell Thomas in charge of editing. Looks like no matter how the works pan out, it augurs exploitation for Miss Branch as an impresario, who stands to go in the hole through her efforts. She has already traveled 12,000 miles through Europe to get exhibits here, conversing on the way with foreign official big shots. Associated with her in the venture are Anne Morgan, Malvina Hoffman and Gretchen Green.

Actually, the folk dancers, apart from the name terpers of Haakon calibre, are the same folk which stages dances for fun in Central Park, Washington Square, etc. every summer. Rainbow Room side goes out to the project for rehearsals and performances. All receipts, less the troupe's expenses, go to charity. Fifteen percent of receipts from sale

OFF AGAIN, ON AGAIN IN MPLS. ON NEW BLDG.

Minneapolis, Nov. 16. It's on again, off again, with the city council here. After altering its policy not to allow any more new theatres here in a sudden and surprising move, it reversed its previous decision granting a permit to H. L. Griffith, independent operator, to build a new \$150,000 neighborhood showhouse.

When the permit was granted 15 to 11, after the aldermen several times before had voted down such applications, a motion was made for reconsideration. Upon reconsideration two weeks later, the vote was 13 to 12 against issuance of the permit.

The city attorney, however, has informed the council that he wasn't certain that the action denying the license legally rescinded the approval granted a fortnight before. He asked time to study the situation.

Griffith and others desiring to build new theatres have indicated that if the city council refuses to grant their permits they'll go into court in an effort to obtain them. The Minnesota Amus Co. (Paramount) and leading independent exhibitors have been fighting against additional theatre buildings on the grounds that the city already is considerably overcast and that more theatres would jeopardize present investments.

Murita's Alternative Writ in Suit Against U

Denied a peremptory mandamus writ two weeks ago to inspect the books, business transactions, etc., of Universal Pictures Co., a subsidiary of Universal Pictures Corp., the Murita Trading Co., as a stockholder last week was granted an alternative writ ordering the officers and directors of the company to permit the inspection or to show cause within 20 days why the order should not be obeyed. Supreme Court Justice Samuel J. Rosenman, who had denied the original application on the ground that mismanagement of the company's finances had not been established, granted the alternative order, which covers all transactions since 1930.

Murita asked for the inspection of the records preparatory to the trial of its action to have the company dissolved. The plaintiff alleges that since 1930 the company's losses have aggregated over \$7,000,000. Murita purchased its stock, 160 shares, in April, 1925. The new officers took over control of the company in April, 1936. In its answer to the suit, attorneys for Universal point out that the present organization was not responsible for prior conditions of the company. Besides they contend, Murita was aware of its financial condition, when it purchased the stock, and that the present action was brought in 'bad faith.'

Seattle Orph B'k't

The Seattle Orpheum Co. filed a voluntary petition in bankruptcy yesterday (Tuesday) in N. Y. federal court through its v.p., O. R. McMahon. The petition listed 1270 Sixth avenue, the RKO offices as its N. Y. address. No schedule was filed but the petition declared its only assets as \$3,643 in cash. A tentative list of creditors named includes Stadium Theatres Corp., Electric Research Products Corp., RCA Victor Co., National Theatre Supply Co., and the Bank of California. No figures as to its liabilities disclosed in the petition. McMahon stated the action was taken with unanimous consent of board of directors.

EXHIB LOSSES \$1,000 SUIT

Denver, Nov. 16. Suit filed by Footman Bros. for \$1,000 against Ed Sonney, distributor of 'Gambling with Souls,' was lost by the Bros. They asked the damages claiming breach of an oral contract in which Sonney had promised them the film for their Liberty, in Colorado Springs. The film was sold to the opposition.

of food and liquor also chucked into the falling lottery. Preview of the exhibs at the International Building set for Nov. 28 with every diplomatic figure in town invited.

Feud Between Wehrenberg-Greenman Brewing in St. Louis Over Opposish

EUROPA, PHILLY, FINED FOR PHONEY PA. SEALS

Philadelphia, Nov. 16. Jerome Harrison, operator of the Europa, Philly art house here, was fined \$100 last Friday (12) on charges by the Pennsylvania Board of Censors that he was exhibiting pix with improper seals.

Inspector for the board stated the censors were willing to overlook the Europa's first offense as a legitimate mistake, but it was extremely riled when the very next picture to play at the house bore the same seal as the first one. It was issued for neither film, nor even to the company that produced them.

Original violation was on a film called 'Jerusalem, the Holy City,' which the Europa rented from Standard Film Corp., New York. This picture was censored in Pennsylvania Sept. 30, 1932, and seal \$1200 issued for it to Success Pictures.

When it came to the Europa six weeks ago, it bore approval sticker E47270, which was issued to General Foreign Sales Corp. for 'Overture to Carnival Roman.'

Harrison claimed that an error had been made by the distrib in placing the wrong seal on the film, and the board overlooked the offense. The picture ran 17 days.

However, it was followed by 'Rhythm in Light,' also distributed by Standard, and this likewise bore seal E47270, issued to General Sales for 'Overture.' The picture had been approved by the board previously on application from French Motion Pictures and the Trans-Lux theatre, Philly.

Inspectors for the board immediately went to Magistrate John Coyle and had a warrant issued for Harrison, inasmuch as they couldn't obtain service on Standard Films because it was out of the state.

Total fines for all the violations, if pressed, would have amounted to about \$2,500. Because the house is so small, the board agreed to compromise on the \$100 figure.

Rep Rolls Up Four To Starting Line

Hollywood, Nov. 16. Starting with 'Outside of Paradise' (formerly 'Mavourneen') yesterday (Monday), Republic has four features set to roll this month. Next to go will be 'The Old Dan Dance,' Gene Autry cuffed thud-and-thunder, which Sol Siegel produces.

Siegel also will produce 'Purple Vigilantes,' starting Nov. 27, with the Three Mesquiteres featured. Nov. 29 Albert Levey launches 'Meet the Duchess' with Alison Skipworth and Polly Moran.

Republic has assigned Herb Dalmas to the scripting job on 'Ladies in Distress,' which will co-star Alison Skipworth and Polly Moran. Scrib turned in treatment on 'Sweet and Hot.'

NEWSREEL COMPETISH

Again Makes 'Em Sidestep Previous Previous Accords

While a better cooperative spirit prevails among the five newsreels on the matter of athletic or sports event coverage, at least two newsreels have kicked over setup in which all seemingly agreed to stick together against college usurpation of coverage rights. New slant by these execs is that they will pass on each specific case when it comes up. It's a revival of the old go-it-alone spirit.

Five newsreels sent representatives to a huddle after the Minneapolis-Notre Dame grid game in which the Gophers' athletes barred all five reels, furnishing footage via a blueprint which was done by a Minneapolis firm of photographers. Aside from possible complications on lawsuits, the extra expense and possible slip-up on time of release, most of newsreel folks felt that the Minnesota case might set a precedent and produce a scramble of other universities in following suit.

However, despite this current defection, the five newsreels probably again will present a united front on the matter of Rose Bowl game coverage next New Year's day.

St. Louis, Nov. 16. A feud between Fred Wehrenberg, president of the MPTOA of eastern Missouri and southern Illinois, and Harry Greenman, nabie operator here, is reported to be brewing as result of Wehrenberg's announcement that he will lend support to E. E. Rudolph, Jr., lessee-manager of the Studio theatre in Pine Lawn, a suburb, who is erecting a new 1,000-seater across the street from the Studio. Several weeks ago Greenman said he was adding the Studio to his string and would remodel the 400-seater into a 1,000-seater.

Rudolph said his lease on the Studio does not expire until February, 1938, and he intends retaining possession of it until his new house is opened about Xmas day. He said he started on his plans for the theatre before Greenman closed the deal with the owners of the Studio property. Wehrenberg has admitted he will be interested in the management of the new house, and this is interpreted by Film Row that he also will be financially interested.

Greenman states he was approached by the owners of the Studio theatre building more than a year ago to take it over, but declined until after he learned Rudolph had perfected plans for the new house.

Greenman said he has been paying rent on the Studio since Oct. 15, but will not become embroiled in legal malar for its possession. However, he feels that someone should be paying him \$100 a day which he figures he would make out of the house, inasmuch as he arranges the film bookings and has had other expenses.

The nabes controlled by Wehrenberg and Greenman are located in South St. Louis, and both chains have indulged in giveaways and extra unit programs to capture biz in their particular localities.

Film row recalls how Wehrenberg recently went to the financial aid of the owners of the Temple, in Ferguson, Mo., near here, which outside interests threatened an invasion of that territory. As result of Wehrenberg's activities the Savoy Amus. Co. was formed, erecting a 650-seater, and thus repelled the contemplated invasion. The Savoy is reported to be showing black figures on its ledgers.

Again Heads MPTOA

Fred Wehrenberg was again re-elected president of the MPTOA of eastern Missouri and southern Illinois at the annual meeting held here last week. Other officers chosen are: First vice-president, S. E. Pertie, Jerseyville, Ill.; second vice-president, I. W. Rodgers, Cairo, Ill.; third vice-president, Robert Cluster, Johnson City, Ill.; fourth vice-president, Sam Kohn, St. Louis; secretary-treasurer, Louis S. Hertz, St. Louis; and sergeant-at-arms, Walter Thimning, St. Louis. Members of the board of directors include Louis K. Ansell, Maury Davis, Harold W. Evans, Clarence Kaimann, Irving Laud, Mrs. Bessie Schuler, Frank Spiros and Victor Thien, St. Louis, and Louis J. Menges, East St. Louis, Ill.; L. A. Laverie, Endericktown, Ill.; H. E. Miller, Chester, Ill.; and Noah Bloomer, Belleville, Ill.

Election followed an address by Ed Kuykendall, president of the MPTOA of America, to 200 exhibitors, in which he asserted he was personally opposed to governmental regulation of the exhibitors' business, because he didn't believe such regulation was necessary. Kuykendall also stated that leaders of an opposition group of exhibitors, whom he did not name by name, were trying to tie the motion pic industry into the Guffey Coal Act, an effort that would result in those engaged in the exhibition business having nothing to say about its regulation. (Refers to Allied States.)

Kuykendall also declared there no longer was any need for the action of Decency, because better pictures are here. He said the improvement the league brought about would eventually have come from the industry itself without the outside pressure.

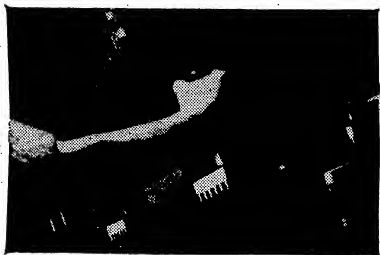
Philly Upping Ad Rates

Philadelphia, Nov. 16. Philly exhibs squawking over a threatened rise in cost of amusement advertising in the two morning papers, the Inquirer and Record. Both now charge 20c a line, with the amount of increase not yet decided upon.



M-G-M TURNS ON THE POWER!

(and watch the joyful juice flow week after week after week!)



"FIREFLY" BLAZES!

(Oh, you Jeanette MacDonald!)

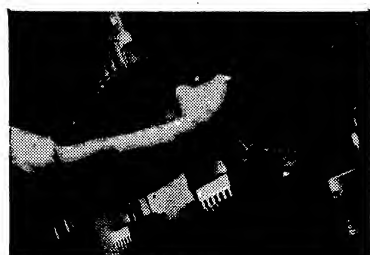
Something elegant! It's topping "Maytime" in Oklahoma City, St. Paul, Detroit, Minneapolis—beats "Broadway Melody" in Philadelphia and Portland—swamps "Rose Marie" in Milwaukee—tops at Tulsa and blazing new records daily!



"LAST GANGSTER" BLASTS!

(Nice going, Edward G. Robinson!)

The first engagements reveal one of the Season's Sensations—Scranton, Des Moines, terrific! And for example at Pittsfield, Thursday opening beat Saturday opening of "Thin Man"; "Captains Courageous"; "Maytime" and other big ones. Oh boy, keep your boxoffice eye on this one.



"NAVY BLUE AND GOLD" GREAT!

Listen Industry!
Here's a Knockout!
Just Previewed!
The Year's Surprise!
It's got Youth!
It's got Thrills!
It's got Patriotism!
It's got Love and Kisses!
Screen it Fast!
Ballyhoo it Big!
Give It Your Best Time!
And You'll be H-A-P-P-Y!

MORE ON THE WAY! WATCH THE PAPERS FOR LEO'S CAPERS!

EXPLOITATION :: By Epes W. Sargent

NON-STOP NEW YORK

**IT'S HEADING FOR A HAPPY
LANDING, SAY THE CRITICS**

FILM DAILY: Fast moving novelty melodrama, has well characterization and loaded with thrills. This one will click strong.

MOTION PICTURE DAILY: Popular stuff this and done convincingly to have most audiences on seat edges.

VARIETY: Well done, exciting and splendidly cast.

SHOWMEN'S TRADE REVIEW: Good entertainment which is original and holds the interest throughout.

THE EXHIBITOR: Enough excitement to please the thrill fans.

HOLLYWOOD REPORTER: The story is smart... "Non-Stop New York" is deft melodrama.

Anna **LEE**
John **LODER**

Desmond Tester · Francis Sullivan
Frank Cellier

Directed by ROBERT STEVENSON

Based on the novel "Sky Steward" by Ken Attiwill
CANADA DISTRIBUTORS
EMPIRE FILMS, LTD.

A Production



Washington Press Shuffles

Numerous shifts in ranks of Washington newspapermen have the fraternity agog. Past few weeks have seen a large number of personnel switches, with more becoming effective before year-end.

One change of bosses which has attracted widespread attention finds Frederick A. Storm, personal friend of President Roosevelt, picking up the typewriter again to represent the United Press at the White House. Storm leaves employ of Carl Byoir, public relations counsel, and returns to the job which he held for first four years of the New Deal. He was brought to Washington from Albany by U. P. because of his intimacy with the Chief Executive, political figures around the President, and members of the first family.

Storm's reentry to active press work was made possible by switch of Richard M. Harkness, who has been covering the Executive beat for the press association for several months, from U. P. to the Philadelphia Inquirer Bureau.

Another change which has more than usual interest in the nation of Joseph P. Kamp and Robert Kintner from the N. Y. Herald Tribune Bureau. They have taken up "columning" for North American. Kamp, who continues to represent N. A. N. A. in spot news field, Alsop, a relative of Mrs. Roosevelt, has been in Washington for more than a year, and Kintner is a financial expert. Staff men from New York will fill the bureau gaps.

Newcomer to Washington ranks is Amory Lawrence, son of socially prominent Massachusetts family. Joins the Boston Tribune Bureau, assisting Oliver McKee, correspondent for several years.

Wanderlust got one Congressional legman when Duane Wilson, former U. P. staffer, quit labor to journey to Hawaii. Used to cover the House for the press service.

Pruning on local papers recently caused several changes on the Washington Times staff. Among those ousted in expense-chopping are Louis E. Whyte, veteran of many years at the Capitol, and Carlisle Barger, columnist, who scribbles for Nation's Business and at times has done stint for the Washington Post and Washington Herald.

Furlough after 50 years' service was awarded Gideon Lyon, associate editor and chief editorial writer for the Washington Star. Place is not being filled at present, with several city staff aces being given side-line job of filling the editorial columns.

Death of K. Foster Murray, who has been one of the town's most energetic legmen for more than a score of years, startled the press corps last week. In ill health for past year, Murray committed suicide. Had represented numerous papers, including Norfolk Virginian-Pilot and Savannah Morning News.

Eagle Settlement Fails

First efforts to settle the Brooklyn Eagle strike by mediation last week have fallen through. Situation is deadlocked at the present time.

Two Eagle strikers, Harold Conrad and Lee Elson, planned out to Hollywood last week (11) in attempt to raise coin from the picture colony and enlist the support of the Screen Actors Guild and Screen Writers Guild. Are also seeking support from the Coast locals of the Newspaper Guild. Received cuffs round trip tickets via the United and American Airlines.

One Eagle printer, George Miller, has refused to pass the picket line since the strike started. Works at strike headquarters for the Guildsmen.

Ed Hughes and Charles Grutznier are on a trip heading eastern cities to visit Guild locals and encourage payment of dues and assessments.

Ten Best Scenarios

Random House will publish in book form the scenarios of the 10 pictures selected by Sir Skolok as the year's best. Columnist-radio chatterer is asking his 'public' to send in their choices, for a checkup with the tentative 10 he has picked, and a one-sentence reason for each listed. Also asking nominations for top acting performances of the year.

New Sunday Supplement

Parade will be the title of a new Sunday supplement to be issued in tab size ratio form next year. Publication expects to guarantee a circulation of 3,000,000 through 50 newspapers.

Daniel E. Moran, president of Gravure Service Corp. is handling.

Ambidextrous

Ed Bodin, literary agent for many writers, also sells his own stuff. Using his pseudonym, he is Dellamar in Sweetheart Stories, Sylvian in Popular Love, Rodellin in Western Romances and Chakra in Thrilling Mystery. First two, Dellamar and Sylvian, are supposedly famous writers. Also keeps three names in reserve for emergencies. Mags receive letters comparing Bodin's personal stable of authors, stating how much better or worse one is than the other, etc. In addition, he often attacks himself. Under his own name he also does a monthly piece for Psychology Mag and a weekly stint for the Birmingham (Ala.) News-Age-Herald. Also supplies 13 pulp authors with plots monthly. Bodin began his quilled career doing "Advice to the Lovelorn" for a Philly paper in 1915.

Mencken Lays Down Conditions

Victorville (Calif.) Rodeo and H. L. Mencken are in coy correspondence through third parties over Menck as guest of honor next year when the Mojave Desert resort stages its fifth annual non-pro rodeo. Menck says he'd be delighted with the honor and would gladly make the 3,000-mile trip if (1) he may bring his own brand of beer and (2) there's a church in the town. He also wants to bring his brother and Doc Pearl, the Johns Hopkins biochemist, both members for 30 years of the Saturday Bee Club. More, he was to be guaranteed a good notice in VARIETY.

Cowboys said most of his provisions were okay, but that he'd have to handle the VARIETY mugs from his end, where they're softer.

Mencken countered with further queries about the beer. Committee said he could bring his own brand, and anyway it wouldn't make much difference because the cowboys were past masters at burning over brands.

Menck wanted to know if that meant they still had cattle rustlers around Victorville. The committee said they had plenty and for him not to bring a cowboy hat he'd probably find it was from a snaked steer and the sheriff would impound it.

Negotiators feel the groundwork is far enough advanced now for the principals to move in and close. Principals are Menck and Cal Goddard, postmaster of Victorville and prez and mgr of the Victorville Rodeo.

H. L. Mencken, doing a one-time stint on the 'Columbia School of the Air' yesterday (Tuesday) over CBS, tagged the American Language. Interviewer wanted to know about the Baltimorean's contributions to American slang, and the reply was that it wasn't anything as compared to 'those very resourceful fellows on VARIETY.'

Oil City Blizzard Sold

The Blizzard, afternoon daily in Oil City, Pa., was sold last Wednesday (10) to L. Parker Likely, of New York, and Richard H. Amberg, of East Orange, N. J. Likely is a former staffer on St. Petersburg (Fla.) Times. Amberg was with the Newark Ledger. Announcement of the switch said new owners planned no change in personnel or policy.

A. C. MacIntyre, one of principal stockholders in the corporation which formerly owned the Blizzard, will continue as editor. C. F. Halderman and Dr. H. A. Downs, both of Oil City, also held large chunks of stock. Paper was founded in 1822.

L. A. News Guild's Demands

Negotiating committee of Los Angeles Newspaper Guild presented demands for guild shop and \$70 minimum weekly salary for five-year editorial workers to the Illustrated Daily News and Evening News last week. Management promised to have a counter-proposal ready by today (17).

LNG tops are understood to be considerably more interested in the Guild shop angle than in the minimum salary figures, not expecting to get what they asked for and prepared to make an insistent drive for the other objective. Guild failed to make the guild shop clause stick in the Hearst-Express contract although winning many other concessions and biding its time on the Guild shop angle.

Inside Stuff on Odd

J. Bryan 3d, one of the Statepost editors, gives some inside stuff on O. O. McIntyre in the current SEP. Title: 'Calipolis: Boy Makes Good.' Some of the controversial journalistic anecdotes sound like Odd told his biographer on himself; some of it is common knowledge.

The Statepost piece (one-part) is a sort of a trailer for 'A Book on O. O. McIntyre,' which is the columnist's official biography, and on which Charles G. Driscoll, editor for McNaught Syndicate (which handles McIntyre's scribbles) has been working for several years. It's due for publication soon.

Say Stern Stalls 'Em

Rumblings being heard at the strongly-union Philly Record over what Guild execs term Publisher J. David Stern's 'stalling' on confabs for an agreement with commercial departments of the sheet. Guildsmen claim the paper has been trying to get together with the boss for several months, but he keeps putting them off. His latest move has been to demand a Labor Board election. Guilders maintain they have had department sewed up tight. Editorial columns of the Record are strongly pro-labor.

Strikes Hit Washington

Radio scored a point against the press last week, with subscribers of the Washington Evening Star had to be notified through WRC-WMAL of the reason why they had not received their papers.

Strike of rural carriers left country subscribers newsless, except for tune-ins on local stations, with Howard P. Bailey, Star's news commentator, bringing later flashes on progress of strike negotiations.

Industry's face grew red, however, when technicians of station WOL staged their own strike, later in the week, giving local rags a chance to yah-yah at the silenced transmitter.

Scouting for Novelists

H. S. Latham, v.p. and editor of the Macmillan Company, spent last Friday (12) and Saturday at the Bellevue Hotel, where he was conferring with authors whose books are published by the outfit and seeking new authors.

He has held similar regional conferences throughout the country. In each case, advance publicity was sent out asking authors whose manuscripts are completed, or started and in definite form, to come in and see Latham.

Shaffer Quits Trib for Pix

George Shaffer, for 15 years Coast representative of the Chicago Tribune Syndicate, has joined the Warners publicity department in Hollywood. He will write features.

LITERATI OBITS THIS WEEK

Granville R. Safford, 69, newspaperman for more than 40 years, died at his home in Philadelphia last Wednesday (10) after an illness of several months. Born in Corfu, N. Y., Safford began his newspaper career in Batavia, N. Y., and became managing editor of the paper. He was assistant news editor of the Philadelphia Inquirer at the time of his death and formerly news editor of the Philadelphia Record.

J. Lindsay McKenna, 56, newspaper and publicity man, died in New York Thursday (11) of a heart attack. He served on the now defunct Philadelphia North American and the New York World. More recently he had been doing studio publicity in Hollywood and radio press agenting.

McKenna's father was city editor of the Philadelphia Public Ledger and later an editorial writer on the Philadelphia Record. Robert Winsmore, 61, financial writer who died in New York last Tuesday (9) following a long illness. Starting newspaper work on the Philadelphia Record, he went to the New Haven Union and then to the New York Journal of Finance. He later served as financial editor of the New York Times for about three years.

Winsmore did free lance reporting for a time and then became a regular contributor to the Saturday Evening Post. He also was associated with the Literary Digest as a financial writer.

Joe Grafton (Morris Lipshutz), 24, radio editor of the Philly Record, committed suicide by inhaling illuminating gas in the kitchen of his apartment, Nov. 9, 1937. Married six months.

Patrick R. (Reddy) Gallagher, 73, sports columnist on the Denver Post, died in a Denver hospital of pneu-

Illiterate Printer

Centerville, Miss., Nov. 16.

Joe Lee, 23-year-old Negro, can't read or write, but he's a typesetter wizard, according to his boss, Charles G. Grubb, owner-editor of the Jeffersonian, local weekly paper. Joe's been working as typesetter in Grubb's plant for five years and uses shape of characters as his guide in assembling type.

Boy's only difficulty, says Grubb, is in dividing words properly at end of lines, following copy willfully without deviation. Joe can't even write his name, but has learned to spell Centerville and Mississippi.

monia contracted while covering a boxing match. Gallagher, a boxer and wrestler, fought the original Jack Dempsey (The Nonpareil) to a draw. He was associated with and toured the country with William Muldoon when the latter was world's heavyweight wrestler. Landing in Denver in 1880, he stayed, and promoted sporting events since.

When the Denver Morning Post was started in 1926 he was picked to write the fighting and wrestling column, and when that paperers and he continued on the Evening Post. Funeral and burial were in Denver.

Grocery Acts

(Continued from page 1)

momentous occasion. It may be only a two-by-four market, or it may be one of the elaborate chain stores with which the area is plentifully dotted, but it's a gala event for the sponsors.

Savoy Sells Deal

Paul Savoy, Hollywood booking agent, and personal manager for Austin, gets the credit for swinging the trend to topnotch performers at salaries commensurate with what they dragged down in the 'good old days' when single acts had no difficulty getting \$1,500 a week for playing the New York Palace, the Majestic in Chicago and other ace two-a-day stands.

Savoy sold the management of the new market at 23 North Lake avenue in this somewhat ritzy town, adjacent to Los Angeles, on the idea of dispensing with the three or four mediocre turns usually booked for occasions of this sort. He sold them on the idea of booking a name act, paying a regular vaude salary and limiting the appearance to two shows daily, afternoon and night.

Austin has been playing dates in and around Hollywood for the past several years, including regular appearances on the radio. At first he balked at being the first name act to peddle his stuff with a background of cabbages, fruits and groceries. But the coin offered was tops, and with performance time set for one hour between 3:30-4:30 in the afternoon and from 8-9 at night, he capitulated, and this weekend the new vaude will be inaugurated.

New Carrot Circuit

If the venture proves successful, from the market viewpoint, there's no limit to the amount of time that can be booked for recognized name acts in the greater L. A. area. There are hundreds of palatial public markets in the districts Los Angeles, Hollywood, Beverly Hills, and all of the towns within radius of 10-30 miles have them and an enterprising booker should have little difficulty keeping standard vaude turns busy for many weeks each season.

Austin booking is regulation in every respect. A standard vaude booking contract duly signed by all parties concerned. Two pre performances each day at the stipulated hours and a pro-rata of the single's regular vaude wage leaves no grounds for argument. Austin is thoroughly sold on the booking and sees no reason why he shouldn't play similar dates at other markets.

From the standpoint of performance it's probably going to be a little tough as the thousands of patrons who flock to these market openings and anniversaries are constantly moving around, buying their meats, groceries, vegetables and, other goods. There'll be no plush seats and the audience will not be taxed a gate admish.

But it's two-a-day vaude. The pay is top and in lieu of anything better it serves to bring at least a memory of the days that used to be. And in these lean days of the variety stage, that's something.

CHATTER

Blanche Knopf back from Europe.

H. G. Wells has just completed his first American lecture tour.

Elliott D. Odell appointed advertising director of Fawcett Publications, Inc.

Helen Deutsch has sold a story to Pictorial Review-Delineator, for the Dec. issue.

'Washington Correspondents,' a book due out tomorrow (18) is an analysis of the capital city muggs.

Barrett Kiesling is scripting a tome for Johnson Publishing Co. on the fine art of publicity as a means of livelihood.

Newest issue of Photo-History, out yesterday (16), is titled 'War Is Here.' Mag is published by Modern Age Books, Inc.

Muriel Babcock winged back to New York from Hollywood last week to take an executive editorial spot with Street & Smith.

Jose Rodriguez, musical director of KFI and formerly a newshawk on the L. A. Record, has added editorial writing on the Examiner to his radio chores.

A. J. Cronin, who arrived here this week (15), will go to Hollywood at the end of the month to confer with MGM re filming of his book 'The Citadel.'

John H. Connor, St. Paul Daily News scribbler since 1933, appointed last week to the job of deputy to Ed. L. Shave, director of the Minnesota Tourist Bureau. Spot pays \$2,400 a year.

Ruth Waterbury, editor of Photo-play and Movie Mirror, has arrived in New York from Hollywood on her annual jaunt and will return in January. John H. Roy Johnston sits in during her absence from Hollywood.

Kamin Bookshop, in N. Y. is handling American distribution of Eric H. Rideout's book 'The American Film.' Book was published in England and discusses picture industry and producers. Heavily illustrated.

Moishe Nadir, w.k. Yiddish novelist, will be feted at Mecca Temple next Sat. (20). Occasion is Nadir's new book titled 'The Incomplete Caravan.' Program includes Martha Graham, Bina Abramowitz, Samuel Goldenberg, Kurt Kotch, Joseph Buloff, Luba Kadison, Al Harris, Amelia Babad, and Rosler, the cellist.

Show Biz Methods

(Continued from page 1)

plays. Dreyfus formerly was a scene designer for legit productions. Bergdorf-Goodman and other Fifth Ave. shops have in recent months given unusual attention to proper lighting of the wax mannequins in their window displays. Bonwit-Teller, however, leads the parade in the newest trend that the department store has borrowed from window show business. Bonwit's window are changed weekly, as is the special lighting on the merchandise on display, rather than the merchandise itself.

The window dressers of the various stores are now among the keenest observers of the latest developments in stage lighting and have adapted many of the tricks of the trade to their own purposes. To all appearances the display men have learned which backgrounds will best take colored lights as well as high-lighting, shadow, foreground, cross, side over-head and inverted lighting, using baby spot to excellent advantage. The space to which the display boys are limited in window dressing does not permit use of olivettes, bunches or foot.

Knowing that proper stage lighting plays an important part in selling a show to an audience, the window decorators have found that an ermine wrap looks twice as attractive with a steel blue or special lavender throw on it.

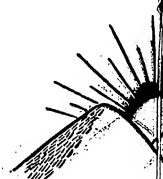
Special care is also given to the face of the wax mannequin wearing the wrap, the boys having learned that the bloodless beauty can take a surprise or DuBarry pink and add to the general attractiveness and make her look more life-like.

Some of the display artists have even gone in for pin shots and split-gelatin in lighting figures, making it possible for the head, shoulders or waist of the figure to be caught with one color while the lower extremities are flooded with a contrasting shade of the spectrum.

Once again big business has borrowed bright touch of showmanship for the selling of merchandise.

MOTION PICT

spee



"NOW a new legend, if not exactly a new era, is aborning, and its name is Samuel Goldwyn. 'Goldwyn has done it again,' is the word heard up and down Hollywood Boulevard after each Goldwyn premiere and flashed by wire and airline to every periodical in every land before the last reel of the new picture has been rewound. What Goldwyn says and does is spot copy and columnist fodder from Beverly Hills to Bagdad, and what he turns out in the way of motion picture entertainment is, according to gross charts, hot stuff.

URE HERALD

aks:



The mere billing of the Goldwyn name is not commonly relied upon to bring the cash customers running ... although some showman might make himself a surprising amount of money one of these days trying just that. Nor is the Goldwyn era an era of one-name values nor all-star cast bargain sales. It is a part of the Goldwyn legend that a Goldwyn picture contains so much to sell that the laziest showman in the business can sell it without interrupting his pinochle game. 'THE HURRICANE' is that kind of a picture."

Transamerican Shifts to Hour Rates As WLW Line Economy in West

Transamerican Broadcasting & Television Corp. is revising the telephone circuit setup for some of the supplementary allies on the WLW Line. Effective this Saturday (20), the continuous service lines are coming out of WJLD, Chicago; KWIK, St. Louis, and KXYZ, Detroit, and, instead, these stations will be hooked up with the main line whenever they are included in a commercial schedule.

Survey made last week by Transamerican disclosed that the three stations were making little use of the sustaining program service available to them on the WLW Line, and it was decided that a substantial savings would be effected if the permanent lines were dropped and an arrangement adopted whereby the phone company would be paid on an hourly basis. Move does not affect the basic link of the WLW Line.

Both KWIK and KXYZ are part of the basic NBC-blue and as such are entitled to that network's full sustaining service.

Campbell Soup 'Scrooge' To Be Preceded by Matinee Of 'Hollywood Hotel' Show

Campbell Soup will again sponsor Lionel Barrymore's playing of 'Scrooge,' lead character in Dickens' 'Christmas Carol,' over CBS on Christmas afternoon.

Account will shift its weekly 'Hollywood Hotel' program from its accustomed Friday night spot to Christmas (Saturday) to serve as a curtain-raiser for 'Carol.' 'Hotel' will ride from 4 to 5 p.m., with the Barrymore performance dovetailed on for 45 more minutes.

Will make the third consecutive year Campbell has bankrolled 'Carol' on Christmas.

SWALLOW, FROST IN NEW WEST COAST NBC JOBS

Hollywood, Nov. 16. NBC executive changes along Coast elevates John Swallow, Hollywood studio manager, to post of western program manager. Swallow has been vacant since retirement, two years ago, of Lew Frost. Latter moves here from Frisco, where he was aide to Vice Presy Don Gilman. In Hollywood he will succeed Swallow. Lloyd Yoder continues as tops in Frisco area for chain. Changes result from Gilman's move from Frisco to Hollywood. Swallow's new duties give him roving assignment east to Denver.

LUXOR COMING BACK

Johnson Wax Also May Add Another Program

Chicago, Nov. 16. Seekers of program ideas presently are Johnson's Wax and Luxor, both of which indicate a preference for script strip shows.

Johnson's seeking, through the Needham, Lewis & Broby agency here, a daytime show to act as running mate for its night-time weekly shot of Fibber McGee and Molly.

Luxor, through Lord & Thomas, is readying to return to the air after a lay-off of a couple of years. Formerly had a morning musical program, but now indicates a leaning towards a scripser.

WIP Staff Shuffle

Philadelphia, Nov. 16. Shuffle at WIP brings J. Jessie Kane back as secretary to Ben Gimbel, Jr., prez. Antoinette Grillo, who was subbing in the post, goes to the commercial department.

Lorraine Reilly shifted from commercial to program staff, and Helen Kiley from publicity to receptionist.

Lilley Succeeds Sulzide

Philadelphia, Nov. 16. George Lilley has been tentatively named radio editor of the 'Record' following Joe Grafton's suicide. He took over Monday (15).

Lilley formerly did short wave columns for the Philly Bulletin and Inquirer and free-lanced radio stories.

Vine Street Crosstalk

Hollywood, Nov. 16. Grace Gibson here from Australia looking over the transcription field. Benny Rubin eased his radio-pix load by dropping 'Tune Twisters.'

Milton Berle all set to go back on the air but details are under the rose.

Walter O'Keefe will be a permanent fixture on Packard Mardi Gras. Larry White handling Leland Hayward's clients for radio.

Glan Heisch took leave of his top production berth at KFI-KECA for a similar stint with Radio Transcription Co.

Cecil Underwood here 10 days on leave from Fibber and Molly production chores.

Bing Crosby will do a guest turn on the Packard show if Kraft says the word.

Studios now doling out mimeos to 34 air gossipers the country over.

Pat Campbell moved his World Broadcasting gang into new Hollywood quarters.

Charles (Big) Gorin will make a conceit tour after three more shots on the Metro javarow.

Don Clark taking a flier in the agency field after stretch as KFI-KECA program director. He's handling air biz for H. N. Swanson roster.

Mont Kelly has a deal cooking that will put him on the kilocycles a sport auditorialist.

Charles Winninger will do a Cappy Ricks series if the price is right.

Jimmy Durante and Gertrude Niesen flagged by Louella Parsons for Hollywood Hotel Dec. 3.

Thomas Freebairn-Smith, giving the valley radio colony an English accent lift.

George McCarrett here to get production in order for Fred Allen's town haller.

Hal Chambers elevated to commercial copy editor at KFWE.

Harry Malzhik hooked up KFOX in Long Beach to Cal. Radio System.

Joe Penner getting rep as radio's top benefactor.

'Doc' Hall starting a new discovery program on KFWE. Dep't store bankrolls.

Don Gilman hitting the trail north on NBC biz.

Loretta Lee pinching for Frances Langford on Hollywood Hotel.

Rudy Vallee ducks east after Nov. 25 airing for six weeks. Due back Jan. 12 to start his picture at Warner.

Murray Grabhorn tossed a premiere for a new wax series at KJHE.

Doug Coulter hauled east after looking around for a couple weeks.

Anne Jamison did a concert in San Diego.

Lucille Ball now a regular on Phil Baker's slash.

Eddie Albright now has a sponsor for his discussion of books and the arts on KNX.

Howard Snyder and Hugh Wedlock, Jr., turning out the scripts for Jack Oakie.

Mel Williamson producing 'Marines Tell It to You' for a soft drink outfit on KHJ.

Alex. Petry to Frisco

San Francisco, Nov. 16. Alex Petry, formerly of the NBC staff in New York City, has succeeded Russell McNeil as chief librarian in the web's local offices.

McNeil, with NBC for almost ten years, is becoming a nurseryman, establishing his own business in Marin county.

Helen O'Neil has left the production staff. Jeannette Spiegelman shifts from the music rights to the program department, and Florence Crowell of the music library replaces Miss Spiegelman in music rights.

Jack Lyman, formerly with the radio staffs of the Dallas and San Diego expatriates, joins the production department Nov. 24.

Memory Roberts (Marjorie Gray) has left NBC to write the Sperry Flour Company's 'Martha Meade' scripts for the Westco Advertising Agency.

Lytle Flanagan, head of the continuity department, WHO, Des Moines, has been elected president of the Des Moines Poetry Society.

LOUELLA PARSONS' SALARY UNCHANGED

Hollywood, Nov. 16. Louella Parsons will continue on Hollywood Hotel for \$2,250 a week. Threat of Hearst columnist to take a walk unless her contract was rewritten to read \$5,000 weekly vanished in thin air after L. Ward Wheelock, of the F. Wallis Armstrong agency, sped here from Philly.

None of the conferees, who labored for two days over a mahogany table, would volunteer any info on what happened beyond the plain statement that Miss Parsons would continue on the same monetary basis. Only thing that leaked out was that Miss Parsons was reminded that she had signed a contract and was expected to live up to its contents, distasteful as they might be to her.

Current covenant that binds Miss Parsons to deliver picture names free each week runs out in October of next year. It was definitely stated that no promises were made for when and if a new pact is drawn up. Discussions were limited to the existing contract.

After the meeting broke up, Wheelock issued a statement in which he said that the rumors he had read regarding Miss Parsons were without foundation. Clincher also stated that Miss Parsons continues on the program indefinitely on the same basis as previously and in accordance with the contract of many years standing (four). There has always been the friendliest feeling between Miss Parsons, the agency and the sponsor, tagged off Wheelock.

Wheelock back to Philly.

Webs Must Dig For Research Continuance

NBC and Columbia have but a couple weeks in which to decide whether they want to go on financing the Joint Committee on Radio Research. Treasury of the project is about empty, having used up its original contributions of \$20,000 from NBC and \$10,000 from CBS for office salaries and maintenance and several field surveys, and, if the webs agree to chip in some more, it likely will be enough to cover the bureau's operations for a third six-months' period.

Joint Committee is in the middle of supervising a study on rural listening habits which NBC and Columbia have underwritten. Tabulation of the field findings on this survey is being done on machines located in CBS headquarters. Columbia had originally leased this equipment to tabulate the results of a survey in which the network had sought to find out what the ad agencies thought of its personnel, its methods of doing business, giving service, etc.

Joint Committee has yet to act on a proposition which Hooper-Holmes, Inc., research organization, submitted to it several months ago. Hooper-Holmes offered to turn over to the committee gratis the rights to manufacture and install machines which automatically record on ticker tape the stations tuned in by home receiving sets.

Mechanisms could be attached to such home sets and maintained at cost of 50 to 60c a day per home. In its offer H-H stipulated that at the end of a year all rights to the recording mechanism would again become the property of that organization.

Duart Fades Dec. 3

'Passing Parade' passes off the Mutual net with the Dec. 3 broadcast. Weekly program has John Nesbitt and plugs Duart cosmetics.

KFRC, San Francisco, feeds the half-hour Sunday night show to six other broadcasters on MBS.

Finkelson-Smith Agency

Salt Lake City, Nov. 16. Fred K. Finkelson, formerly a salesman at KDYL, Salt Lake City-NBC affiliate, and Fielding K. Smith, local artist, have opened an advertising agency here.

Nebraska Decision Elates ASCAP

ASCAP Monday (15) hailed the action of the Nebraska Supreme Court in enjoining enforcement of the state's law on copyright combines as "the beginning of a complete legal rout" of the forces that have been fighting the American Society of Composers, Authors and Publishers along local-legislative lines. Next state in which ASCAP counsel is to file similar injunction proceedings is Florida. After that it will be Tennessee.

Frohlich & Schwartz, general counsel for ASCAP, have already called the Nebraska decision to the attention of judges with whom the Society has similar cases pending. These are the Federal threesomes who last summer heard the pleas for injunctions against the Montana and Washington State anti-ASCAP statutes but have yet to hand down their findings. ASCAP counsel expects the Nebraska court's dicta to carry considerable weight with the two U. S. tribunals when they come to deciding the issue, since all three states are pretty much alike in intent and design.

SESAC Mechanical Rights May Clear Through Music Publishers Association

Jim Whipple to Chicago For Zenith Show Revamp; Lou Jacobson, Producer

Chicago, Nov. 16. J. Walter Thompson agency has imported Jim Whipple from Coast to assist John Young in scripting the Zenith foundation show, preparatory to its jump from NBC-Blue to Columbia, Dec. 5.

Framework of show will be changed only slightly, and that to be in line with the exploitation which show is to get. Agency as yet has not decided what it will do specifically, but intends ballyhooing with semi-famous the plugging rather than adhering to the agnified society page type stuff it has had previously. Understood that most of the plugging will be done for Columbia by Frank Rand, under the supervision of the agency. Here-tofore copy came from Zenith's own offices and concerned Commander MacDonald's yacht and adventures more than it did the program.

Show will have Dick Marvin overseeing production and acting as diplomatic envoy from J. Walter Thompson to Zenith. Actual production will be by Lou Jacobson.

Reason given for switch from NBC-Blue to CBS was that latter net gives 'em a better southeast coverage with the 49 stations lined-up.

QUICKIES GET NOD

Feenamint Notions Run to Short Transcriptions

After a state of indecision that has lasted since early last summer, Feenamint has about decided on the sort of air advertising the laxative will use this winter. William Esty, agency on the account, is looking for five-min. e. t. ideas and also one-min. spot thoughts. Campaign will be national.

Last year and during recent previous years Feenamint used network live shows during Mutual during the last two seasons after CBS ruled against carrying laxative plugs.

Dignity Affronted

Philadelphia, Nov. 16. Whether it is beneath the dignity of a femme in the program department to relieve on the switchboard during noon-hour became a cause celebre at WFIL this week.

Enid Hager, unofficial assistant program director, refused to accept the relief assignment and as a result was discharged.

Churchon Back East

Pittsburgh, Nov. 16. Leon Churchon, program director of Hearst station in San Francisco, eased out there in recent shake-up, has returned to Pittsburgh and joined the dramatic staff of KDKA. Got his baptism in radio at this station before moving over to WCAE, local Hearst station, on production staff and then to Coast.

Tom Wilcox, scripser from here, who formerly worked for Joe Penner and whom Churchon spotted in Frisco, also had the skids applied to him, but he's sticking out there looking around for a new connection.

Negotiations are on for the mechanical rights bureau of the Music Publishers' Protective Association to add the catalog of the Society of European Authors and Composers to its representation list. The move, rated as a radical one in both the radio and music industries, would have Harry Fox, MPPA gen. mgr., serving as agent and trustee for the licensing of rights controlled by an important organization which is not affiliated with the American Society of Composers, Authors and Publishers. Fox's licensing operations so far have had to do almost exclusively with works whose performing rights come under ASCAP's authority.

In his discussions with SESAC Fox has stipulated that if SESAC wants him to grant transcription licenses it must also assign him the privilege of issuing performing rights for such recorded works. This proviso is made in anticipation that there might be some stations which do not hold SESAC performing licenses, and also to prevent the possibility of Fox being used to expand the list of SESAC licensees.

Transcription licenses issued by Fox provide that the records may be broadcast only if the stations involved have obtained the proper performing licenses. Fox has pointed out to SESAC that in the cases of publishers who control their own performing rights his office has always made it a practice of obtaining the right to issue a performing as well as manufacturing license so as to avoid any complications for the library recorder or the advertiser.

Fox's agreement with SESAC would be for a year.

LITERARY DIGEST WILL USE RADIO

Literary Digest, newly revamped, is planning a radio campaign primed to commence after the first of the year. It will be the initial ozone excursion for the publication.

Digest has appointed a new advertising agency in Prins & Keifer, N. Y. outfit. Charley Prins acting as account exec.

Air campaign will begin in the New York metropolitan area with a local program. Gradually, according to present plans, air advertising will be extended via a series of local shows into the big key towns of the country. Digest is seeking circulation hypo in large cities.

Pritchard Off WWL

New Orleans, Nov. 16. Capt. Arthur C. Pritchard, manager of WWL until recently, and more recently assistant manager, was let go by the station Friday (12). Decision of the station, owned by Loyola university, was a surprise to Pritchard as well as his friends. No reason was assigned.

Pritchard took charge of WWL seven years ago and built the station up. Through his efforts the station secured the CBS network.

Frank Buck in Dept. Store

Chicago, Nov. 16. Frank Buck, while in town doing personal appearances with his jungle act at Fair department store, scheduled to do a guest spot on WIND's 'Talking Drums.' Show is a transcription.

REBUTTAL AT SPONSOR COST

Prudery Angle in Spotlight

Censorship of Venereal Disease Mention May Hasten Interpretation of 'Public Interest'

Washington, Nov. 16. Trouble for NBC loomed as consequence of refusal to allow General Hugh S. Johnson to broadcast scheduled talk on venereal diseases on his regular program Wednesday night (10).

Whether the gag was in the public interest is likely to be explored in the future, although Federal Communications Commission members had nothing to say on this prospect last week. Chairman Frank R. McNinch conceded, while desiring not to discuss the matter, that the Commission may see fit to investigate the question at some future time when license of an NBC-owned station comes up for renewal.

Hot potato was upsetting to some members of the F.C.C., who were disposed to overlook the whole thing if possible. Whether they can avoid taking action on their own initiative is problematical, since the return of Congress is likely to result in some inquiry how the Commission feels on such blue-penciling. Complaints from other government agencies trying to generate interest in the venereal disease crusade were expected, although no squawk had been heard up to the start of this week.

The Johnson incident presents in a new way an issue which has come up in the past and which may force the Commission to rebuke NBC. Previously, the public interest aspect of past conduct has been the excuse for summoning licensees on the carpet, with the Supreme Court holding in crucial precedent-setting tiffs that the government has the right to refuse to renew permits because previous action on the part of broadcasters did not indicate appreciation of the obligation to operate in the public interest.

Questions

Neat questions posed before the F.C.C. by the network's gag include:

1. Is it more in accordance with the public interest to prevent a speaker from offending some prudish listener than it is to assist a campaign under government auspices to wipe out one of the most serious public health menaces?

2. Since mention of venereal diseases by newspapers and magazines has been accepted during the past year, do different standards apply to radio?

3. Is there a distinction between the discussion of this problem by a member of the medical profession and by a layman?

4. Is mention of venereal diseases indecent or obscene and thus verboten under provisions of the Communications Act?

The NBC decision that Johnson should not express his views on the government's crusade attracted much attention in legal circles. Recalled that a few courageous stations have defied convention and seen fit to allow their facilities to be used by persons interested in stamping out the health menace.

Little comment was forthcoming from F.C.C. sources. Observing that all he knows is what he read in the press, Chairman McNinch was chary about talking although he said the matter may be debated at some future time. He did not want to put himself in the position of prejudging a proposition which possibly will be presented for formal action.

Problem is so knotty that it may wind up on President Roosevelt's desk. Both the Chief Executive and the First Lady have shown lively interest in mobilizing all forces to eradicate venereal diseases, with Roosevelt personally endorsing the drive started by the Public Health Service and publicly expressing hope that a recent conference of state health officials called by Surgeon General Parran would result in agreement on a definite program to educate the people and to expedite an attack on the diseases.

Detroit, Nov. 16.

After proffering its facilities in a

2-for-1 Hits Radio

And now double-features for radio studio audiences. WOR on Saturday nights lets onlookers gaze at two doweitaled programs aired from its Playhouse atop the New Amsterdam theatre.

Ray Perkins goes from 8 to 8.30 p. m. and Sylvia Froos immediately follows for an added half-hour. One ticket is good for the double-header.

Newspapers Pointed But Did the Same

In view of the sharp criticism by newspapers of NBC's crack-down on the syphilis script it was significant that the papers themselves refrained from completely making public the text of the General's continuity.

Copies of the proposed palaver were made available to papers, but only a few paragraphs were used in the instances when the actual script was brought to light at all. These paragraphs, in the main, were the least objectionable to NBC. The prevailing thought around radio circles is that the newspapers deliberately tried to "make a monkey" out of the network in another somewhat snide attempt to discredit and sneer at the radio industry.

Busse Renewal Allows Six-Week Xmas Layoff

Chicago, Nov. 16.

Henry Busse orchestra has been renewed by Mar-O Oil shampoo until June 16, with another six-month option thereafter.

Program takes a six-week vacation from Nov. 23 to Jan. 16, with the Busse band program then switching to an NBC red hook-up on Sundays, coast-to-coast.

Busse, who has been current at the Chez Paree here, takes his orchestra out for a short road tour starting Nov. 21, returning to the Chez for the new show starting Dec. 23.

Convenient Exit

Murray Carpenter, spot space-buyer at the Compton agency, has an emergency fire-escape door right in his office.

Can be used for retreat when sales spiels of station reps heat up the place too much.

telegram, WJR planned Duncan Moore, special events man, to New York last week to arrange airing of Gen. Hugh S. Johnson's social-disease talk, banned at the last minute by NBC Wednesday night because of conflict with network's policy.

However, Johnson, although willing to give his spiel over WJR, SBS outlet here, was given the 'no' sign by his sponsor, Grove's Quinine. Leo Fitzpatrick's emissary, Moore, who recently completed a long series of broadcasts on social diseases over WJR, had completed arrangements for use of CBS' New York studios by Johnson, with speech being wired to Detroit for airing here.

Des Moines, Nov. 16.

Due to intense public interest as result of front page newspaper stories about the NBC cancellation of Gen. Hugh Johnson's talk on social diseases KSO and WMT have just received permission from Gen. Johnson to broadcast his address locally from script.

Benedict Hardman, newscaster, read Johnson's talk Monday (15), plugging strong on air and in radio columns of Register and Tribune.

'VICTIMS' COULD REPLY GRATIS

Bromo-Quinine Willing, If NBC Will Give Permission, to Defray Cost of Period to Answer Hugh Johnson

HELPS NBC BLUE

Grove's Bromo-Quinine may undertake to pay for time demanded by any person or organization affected to refute or take exceptions to statements aired by General Hugh S. Johnson on his regular NBC series for the drug account. Idea is reported to be in the discussion stage between representatives of Grove's and the network, with the latter primarily faced with the problem of deciding whether this would be good policy and, whether the precedent thereby established will open the way to a flood of controversial periods. In any event, the proposition from Grove's is the first of its kind in commercial broadcasting.

Within NBC's official circle Johnson is rated as the biggest personality headache it has ever had to contend with, but the feeling toward him is anything but resentful. Despite the uproar his comments have caused among national persons and organizations, General Johnson is given credit for doing much to hypo listener attention for the blue (WJZ) link. His stunt of last Tuesday night (9) wherein he attempted to deliver a talk on the campaign against venereal diseases and was turned down by the network is still drawing much newscast attention.

But what prompted Grove's to suggest the idea of underwriting time for rebuttal broadcasts was the position in which NBC found itself a couple of weeks ago after General Johnson had dropped the National Maritime Union, CIO affiliate, on the pan in connection with the S. S. Algie situation. NMU had resented Johnson's reference to the trouble between the ship's captain and the crew as a mutiny and insisted that it be given an opportunity to refute the commentator's statements.

Rather than have Johnson's scripts and topics subjected to censorship or restrictions Grove's is prepared to assume the bill for any hookup required to answer the general. It is understood that the only proviso attached to the deal is that it be permitted to attach its trade name to such extra broadcasts.

WCKY CAN GET BIZ FOUR WAYS

Cincinnati, Nov. 16.

WCKY has become available to NBC blue or red advertisers with the same option extended to WSAI, sister outlet to WLW. Latter's status as an optional NBC release remains unchanged, which makes all three stations subject to availability as far as NBC clients are concerned.

Powell Crosley, Jr., has further smoothed the way for WCKY by agreeing to let the E. B. Wilson transmitter take programs from Mutual and also the WLW line.

Moore Resigns at WFIL

Philadelphia, Nov. 16.

Gerald V. Moore, director of sales promotion at WFIL, has resigned effective immediately, to join Continental News Service. He'll do sales and sales promotion work with the new outfit.

Don. Withycomb, WFIL g.m., pondering Moore's successor, with no one definitely in mind yet.

Ann Corio, Negro Vocals Too Blue for Philly; Gen. Johnson OK

Fidler to Doyle

J. E. (Dinty) Doyle, Hearst radio editor, on the New York Journal wired Jimmy Fidler of Procter & Gamble for comment on the attack of George Jessel, among others, against the gossip-dishing gentry. Fidler replied as follows:

'No answer because I am too busy dishing out my own criticism to stop to reply to criticism of myself. Besides wouldn't I be a pretty thin-skinned guy if, after years of punching from the shoulder, I screamed because somebody punched back?'

GEORGE JESSEL RAPS THE RAPPERS

Hollywood, Nov. 16.

Coast's reaction to George Jessel's chastisement of Jimmy Fidler and Sidney Skolsky is all on one side. Attaboy chorus unanimous. Picture industry feels indebted to Jessel for putting the gossipers in their place and daring to tell them off.

Players are especially grateful to the Mutual network for rushing to their defense and attempting to throw some kind of protective armor around their private lives.

Hollywood is 100% behind Jessel in comedian's campaign to clean up the air gag. Fidler's reply to Jessel harpooning was, 'My Sunday golf is more important than listening to Jessel.'

It is understood that Jessel will keep up a running fire on the gabbers until they promise to be good and let private lives alone.

Ruthrauff & Ryan, Chi. Changing Malto-Meal

Chicago, Nov. 16.

Ruthrauff & Ryan agency here takes over the Malto-Meal account immediately, and will completely change the radio set-up which had been arranged for the cereal by the account's previous agency, Mitchell-Faust.

Show going out into the alley is 'Rube Appleberry,' which M-F had disked and spotted around the country for Malto-Meal. Replacing is a show conceived and written by the R. & R. radio department, headed by Ros Metzger. Strictly a kid show, it will be tagged 'Jack Westaway Under the Sea.' Goes into production within the next couple of weeks, being platterized by World lab locally. Expected to hit the air by Dec. 15 on some 35 stations coast-to-coast.

Alenite Goes NBC Blue

Chicago, Nov. 16.

Alenite 30-minute weekly shot with Horace Heidt, moves from Columbia to NBC-Blue to take the Tuesday 8 o'clock CST spot, beginning Dec. 28.

Account is handled by Hays MacFarland.

Tuck Young on the Loose

Lynchburg, Va., Nov. 16.

Newscaster Tuck Young is uncoupling from WLVA for the second time in three months. Leaves this week for a bus trip to the deep south with the hope of landing something around Birmingham or Atlanta.

Philadelphia, Nov. 16.

General Hugh S. Johnson, who was barred from National Broadcasting Company time last week because he chose to speak on venereal diseases, has been invited by WCAU to give his talk over its facilities as soon as he is in Philly.

Station at same time is working with State Department of Health on a new series of shows concerning spread and treatment of the diseases. They'll hit the air about February.

Last season WCAU put on a 13-week series with help of the County Medical Board. It was the first program in the country which mined no words and pulled no punches, calling a spade precisely that. Got excellent reception in Philly dailies and trade rags.

Meantime stripper Ann Corio was cut from the ether after five minutes of a skeddd 15-minute interview with Lanse McCurley over WDAS last Thursday (17) because of increasingly questionable double-talk between the pair. Station announced the slice was due to transmission trouble and continued with transcribed music.

McCurley, sports editor of Philly News, does regular daily sports talk over the station. He brought Miss Corio in as a novelty. Because of his regular WDAS appearances, he wasn't asked to submit a script of the interview.

Harold Davis, program director, ordered the switch-off when he got a load of the chatter.

Three months ago secretary to Harold Davis, program director at WDAS, quit because her duties included transcribing and typing too-blue lyrics which the station insisted be submitted by remote Negro hands before they were sung over the air. Now the outlet has issued flat edict against all vocals from the Negro orchestras. Seems the boys every so often couldn't resist the urge to hurdle the blue penciling.

It's straight music now or flip of the switch and studio fill-in.

HILL REPLIES TO NEWS JUMP CHARGE

Edwin C. Hill, newscasting for Lucky Strike on CBS, explained Tuesday (yesterday) that his breaking of the release provisions of the President's message to Congress had been entirely unintentional. Couple of the news services burned at the incident and expressed opinion that Hill could have taken precautions.

Hill went on the air with his digest of the message at 12:15 EST, while the clerk of the House didn't start reading the paper until 12:40. The news commentator pointed out the House reading had originally been set for noon and that the exception on this occasion to parliamentary procedure had been responsible for the clerk's late start. It was also pointed out that the New York Sun carried the message in the edition it got out on the streets at 12:30.

Spook-Kidding Series

Carded for WMCA, N. Y.

WMCA, N. Y., is plotting a series of dramatizations built around the late Harry Houdini's experiences in exposing fake mediums and spiritualists. Series is carded to commence late next month.

Ros Hackenbacker, who worked with Houdini in his excursions into spiritualism, will act on the programs and also supply info for the scripts which will be written by Joseph Kraus, editor of Handicraft and Mechanics magazine.

Only Wright and his Cowboys are
okeh in general if individual performers were uneven in results. Trouble with whole show is that cast is trying too hard to give a imitation of the National Band Dance. Needs more spontaneity and individuality on part of talent.

Instead of unearthing time-dulled jokes outfit might profit by working up situation jokes among the cast.

Scam.

COMICS DISAPPOINT WOR

Free Guesters (on Exchange) Okays Hollywood Start for Whiteman

Hollywood, Nov. 16. Paul Whiteman and his crew move into Cocoanut Grove New Year's Eve and at the same time start a 26-week radio show for Chesterfield. Maestro is understood to have accepted the Grove engagement on a very advantageous basis to the Ambassador, \$4,500 weekly, while grabbing \$7,500 weekly for the other chore.

Deal finally reached the dotted line stage last week after protracted negotiations with Whiteman, Liggett & Myers, the Ambassador, Consolidated Radio Artists, Inc., all interested. Whiteman displaces the combo of Hal Kemp's band and Alice Faye for Chesterfield with Phil Cohen continuing in charge of the program for Columbia Broadcasting.

Deems Taylor is only the first five weeks of the Whiteman contract will emanate from Hollywood, the remainder from New York with Deems Taylor assisting as emcee and commentator. While on the Coast the maestro will have a name guster each week, starting with Bing Crosby, all the guesters appearing gratis. In return for the Crosby appearance Whiteman will have on the Crosby Music Hall of the Air the night before starting his Grove engagement. Connie Boswell and Jane Froman, both of whom began their upclimb under Whiteman's baton, have been mentioned as likely guesters following Crosby.

Deal for Whiteman to go into the Ambassador was made through Ed Fishman of Rockwell-O'Keefe last summer while the maestro was at Fort Worth for the Texas Centennial. Cigie airer was arranged through Consolidated, Charles Green, CREA's prexy, going into a number of huddles with the arch leader on the Coast. Final details were arranged at a sech. in the Ambassador hotel room of Murray Brophy, whom Whiteman has taken on as a member of his business staff. Baton wielder tried to beg off the Grove commitment, promising to return at a later date, but was held to his tract, while the L&M contingent in New York was pacified by obtaining the services of name guesters gratis on the Chesterfield program to counterbalance the added expense of broadcasting from Los Angeles and temporarily losing the services of Deems Taylor.

Deal finally was closed and Whiteman ducked out for Tucson, Albuquerque, Kansas City, and some other one-nighters before doing a stand at the Drake in Chicago commencing next Friday (19).

Chesterfield commitment marks the maestro's return to CBS for the first time since his Old Gold broadcast several years ago.

Doris Fisher Released On Sustaining Spot Squawk

By mutual agreement the pact between Doris Fisher, warbler, and Columbia Artists, Inc., has been broken. Miss Fisher became dissatisfied when CBS would not give her a night-time sustaining spot. She thought the afternoon periods given her for a buildup course were not ideal.

Kass-Tohrner talent agency, representing Miss Fisher, is now offering her to NBC for a sustaining series on the night-time log.

Hyman at Radio Events

Herbert H. Hyman has joined Radio Events, Inc., the job-toting script bureau, as an account exec to contact the ad agencies. Joe Koehler is prez of the firm, and Georgia Backus the board chairwoman.

From the film biz, Hyman's last spot was handling studio publicity for Columbia Picts on the Coast. Before that he was at various times with United Artists, Warner's, Paramount and Fox.

Courtesy Of—

Radio gag going, the rounds is the fancy bid from an agency to sponsor a cleric. Despite the proposed consideration, the Rev. balked. Asked why, he explained:

'All the advertising executive wanted me to do was to switch a few words in my sermon. Instead of 'amen' he wanted me to substitute 'Coca-Cola.'

15-CITY WEB KING-TRENDLE 'MAYBE'

Detroit, Nov. 16. H. Allen Campbell's idea for hook-up of choice markets, excluding super-power and dubious markets, is picking up steam and it's believed such a lineup may not be far off. Campbell, general manager of King-Trendle's Michigan web, canvassed station opinion on a recent jaunt to West Coast and found favorable reaction. Since then he's been swamped with queries and, while setup is only in formative stages, Campbell believes thing could be worked out.

Campbell and his boss, George Trendle, long advocates of moderate wattage big market stations, believe a 15-station hookup as a starter could produce sellable combination. If and when hookup is arranged, it would likely run through such towns as New York, Boston, Buffalo, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, Detroit, Cincinnati, Toledo, Chicago, St. Louis, Kansas City and Minneapolis, with spread farther west if first hookup proved successful.

Boston Radio Editors At Lunch Tell Shepard Party Air Loses Grip

Boston, Nov. 16. Officials of Colonial Network gave Lester Gottlieb, Mutual Broadcasting System publicity coordinator a luncheon at the Copley Plaza Hotel last Monday, yet it turned out to be a speechless affair.

Gottlieb was expected to dish out some Mutual propaganda but everyone present—local male and fem radio editors, and Yankee-Colonial web bigwigs—talked of most everything excepting the purpose for which the party was sponsored. Football, personal kibitzing, etc., held the spotlight.

However, following the tame party, trade paper reps started the ball rolling by instigating some conversation that would bring opinions afloat the trade. And it did. Hub radio editors defended the lack of space their bosses give them for radio news, and they told stories on how radio is losing its hold on the public, and the dearth of live talent available for new shows, and how radio stations hold back prospective talent.

Gottlieb said that radio needs glamour. John Shepard, III, prexy of Yankee-Colonial was present with all his henchmen: Roy Harlow, his assistant, Linus Travers, production manager, Charles J. Phelan and William Warner, Yankee and Colonial sales managers, respectively, Gerry Harrison, press relations, and Al Stephenson, press agent.

WBZ, Rock Island, Ill., added to list of Gene Furgason & Co., station rep.

HARD TO FIND, HANDLE, SELL

Instead New York's 50,000-Watter Will Shift Production Emphasis to Musical Programs

NEW TALENT

WOR, New York, has decided to jettison its two-year effort to build up comedy programs. Instead concentration will be placed on expanding musical shows of all sorts. Several things prompted the Bamberger broadcaster to make its decision—failure to find continued sponsorship for comedians per se, along with ill-luck in uncovering much talent that lived up to the station's hopes.

In widening its musical program scope, WOR will revive the old Bamberger symphony series, with a guest-conductor policy. Joseph Cherniavsky has been already added to lead his orch, and Val Florida will soon start. Greatest effort in the chief direction will be to develop some varieties of stylized musical programs.

Georgie Price's program was replaced this week with a new musical idea headed by Vic Irwin. Ray Perkins' Saturday night show is scheduled to be replaced in a month. That will about wash up program layouts topped by comics on the station.

Three new arrangers have been added at WOR. Ralph Barnhardt was formerly with Rubinf, and Lou Savarese worked for Kate Smith. Phil Lang is the third. New copyist in George Glass has also been hired.

Two years ago the station began a campaign to develop new comedians by gathering up a dozen or so vet laugh-levers from vaudeville circles. Majority of these were deemed flops after trials on the station. Only one act really soared, Tim (Ryan) and Irene (Noblette), now on Mutual for Admiration shampoo. Most of the others given air whirled are now either back in limbo, in niteries or in show biz limbo.

Vallee's New York Series

Rudy Vallee-Royal Gelatin is coming back to New York for origination earlier than had been scheduled. After the Nov. 25 broadcast Vallee leaves Hollywood for the east, with the show emanating from this point from Dec. 2 to Jan. 6 inclusive.

Vallee is then slated to go back to start work on his picture for Warner Bros.

Carter May Leave Philco

Persistently Reported and Persistently Denied Labor Attacks Hurt Sales

General Foods has put in a bid for the air services of Boake Carter through Benton & Bowles. Latter agency's contract with Philco expires in a couple of months and it has been the intention of the radio set manufacturer to send him on a jaunt through Europe with pay so that he could get a first hand acquaintance with Continental conditions and problems.

It has been suggested that Philco's motif was to get him off the air until some of the antagonism Carter has aroused among labor and liberal organization had blown over, but the manufacturer has stoutly denied this.

Luckies in College Newscasting: Tie-Up with Campus Dailies

Slogans

Chicago, Nov. 16. Station identification of WJJD for past two years has been 'Chicago's largest independent station.'

Station identification of WCFL currently is 'Chicago's largest independent union station.'

MPPA INSISTS ON WRITERS' CREDITS

Mechanical rights bureau of the Music Publishers Protective Association will not undertake to license a number unless the application includes the name of the composer and writer. So transcription manufacturers were advised last week in a circular letter from Harry Fox, MPPA gen. mgr.

Fox explained that unless the composer and lyric writer is mentioned there can be no certainty that the right number is being licensed, and, rather than take a chance on legal complications, the bureau has elected to impose the composer-writer rule.

CARL WESTER ON OWN

Quits NBC—Encouraged by Chicago Advertising Agencies

Chicago, Nov. 16. Resignation of Carl Wester from NBC sales force here last week to become effective Dec. 1, is to make way for opening of a program and merchandising agency on that date by Wester.

Understood that move was preceded by conferences with several agencies all of whom advised Wester that there was a need for an office which could supply clients and ad agencies with a program-merchandising package intact, and that they believed he was the man for the job due to his past successes developed while on the NBC sales staff. Also assured him that he would have their cooperation. Deals not yet completed may give Wester overseeing powers for some of shows he now has on the network.

This will be first such agency to be developed for Chicago radio, although several talent bureaus have been both opened and closed. Program developers and talent both are on a free lance basis generally speaking. A few performers having managers or agents, but these are in the minority.

Lucky Strike cigarettes is going to expand to around 25 spots its college news and sports program idea. Test campaign was run in New Haven for Yale and in Ithaca for Cornell.

Quarter-hour programs are on a six-a-week basis, and are primed to interest the students in the specific situations. In selecting the locations the Lord & Thomas agency is primarily seeking 'college towns' where there is one large school. One stipulation is that each institution publishes a daily campus paper, in which a black-and-white campaign for Luckies is tied in with the programs.

Agency is now lining up the list of colleges the account wants to appeal to.

Purely Local New York City News Service

A news agency to service New York stations with purely metropolitan area feature and spot stuff has been formed and will swing into action within two weeks. Billed the Continental Radio Press, it is the first news collecting outfit designed for radio which will cover a local scene only.

T. L. Christy, formerly with Universal Service, heads the outfit as acting managing editor. New York stations are promised a complete coverage of all the boroughs, plus nearby Jersey towns and Westchester county. Continental, in its setup, is the equivalent, for broadcasting, of City News, which feeds N. Y. newspapers with spot news breaking in the Big Burg.

Local indie stations are asked to give \$150 weekly for the service, which will be shot into their studios via teletype.

Hammer Agcy. Works Radio Bingo Game In More N. E. Towns

Hartford, Nov. 16. 'K-Plan,' radio-telephone number game intro'd two months ago at WHTT by Kay Jewelry Co., such a click that Hammer Advertising Agency has lined up seven more New England vents for same sponsor.

New outlets, each handling program locally, are WATR, Waterbury; WAAB, Boston; WEAN, Providence; WORC, Worcester; WLLM, Lowell; WMA, Springfield, and WNBH, New Bedford.

Telephone companies working steadily with Hammer office on plan whereby numbers are called in sequence without fouling lines, as happened in Hartford when aerial version of Bingo premeed.

WICC, Bridgeport-New Haven, has own version, 'Ma-jic,' weekly for Majestic Laundry, New Haven.

Dave Weber Co. Produces 'Looney Tunes' for Ether

Hollywood, Nov. 16. Deal was closed last weekend between Dave Weber and A. M. (Doc) Howe whereby Weber will co-produce the ether program based on Charles Schlesinger's 'Looney Tunes.' Weber's issues will script the programs and Howe is carrying on dickers with two possible sponsors.

Dead-Eye Fitz on Trail

Detroit, Nov. 16. WJR's staff almost a ghost this week, with about a dozen pursuing deer in Michigan's north woods.

Lodging at the big cabin of M. R. Mitchell, WJR's chief engineer, are Manager Leo Fitzpatrick, P. M. Thomas, secretary-treasurer; Neal Tomy, publicity chief; Eric Howlett, program manager; Duncan Moore, special events chief; Colin MacClellan, Fran Jennings, Chuck Thornton and Walt Workman, engineers.

Don Lawrence on announcing staff at KOIL, Omaha. Graduate of Drake U. law school.

Pacific Coast Radio Notes

Keith Kerby, producer-announcer at KSFO, San Francisco, is handling the Sunday night musicals being aired from the Palace Hotel. Albert White, director-violinist of the KSFO string ensemble, has been added to the Palace ensemble for the winter season.

Warner voice tests were given Mary Ellen Hendrick and James Krieger of the NBC dramatic staff in San Francisco and Bob McAndrews of the web's press department by Max Arno.

Johnny Toffoli, NBC accordionist, in San Francisco, has organized new squeezebox quintet which network execs auditioned last week.

Edna Fischer, NBC pianist at the San Francisco studios, has sold four tunes to Paramount for use in future films.

Production Chief Charlie Foll of KYOS, Merced, Cal., will be a Thanksgiving day bridegroom.

Sales Manager Ward Ingrin of KFRC, San Francisco, and Advertising Manager Fred Crawshaw of the Owl Drug Company, flew to Mexico City in the latter's plane for a week's vacash.

Roy Russell, radio and operatic tenor, Dorothy Allen and Don Steele, pop warblers, each did a p.a. on "Feminine Fancies" program over KFRC, San Francisco, last week.

Ted Maxwell, NBC playwright, actor, and producer, has left San Francisco for Chicago for the second time. Maxwell will continue to author the Wesson Oil drama series, "Lawyerhouse House", and the new "Memory Lane" serial, a sustainer, both aired from the San Francisco studios.

Herman Stanlon added to announcing staff at KYOS, Merced, Cal.

Bob Garred of KSFO, San Francisco, will write and produce "The Hour of Romance", new 60-minute nightly midnight variety show bankrolled by Milens, Oakland jewelry firm. Discs by top dance bands will be used for music.

Bill Holmes, radio editor of the Oakland Post-Enquirer, queried Rudy Vallee before the KLS, Oakland, microphone Sunday afternoon. Vallee's band did a one-nighter at Sweet's ballroom same night.

Because Dean Maddox (Budda) had laryngitis and couldn't speak, Radio Editor Bob Hall of the San Francisco Call-Bulletin subbed for him as emcee on his Sunday afternoon show, "Budda's Winners", over KFRC. Maddox stood by during the Broadcast to Prompt Hall in whippers. Hall did another broadcast Monday over the California Radio System web from the KYA studios, when he appeared on Gene Inge's program, "Take the Air", originating in the KFVB studios in Hollywood.

Edna Smith de Nunzio, soprano on the KYA, San Francisco, staff, will become a protegee of Mme. Gina Cigna, Metropolitan Opera prima donna, with whom Mrs. de Nunzio will go to Europe next February. Mme. Cigna, in San Francisco for the opera season, heard the KYA singer at a musicale.

Mack Chamberlain has been added to the KGGG, San Francisco, staff as account executive. Formerly with the San Francisco studios of KROW, Oakland.

Dorothy Barstow, radio production chief for McCann-Erickson agency, o.o'd the San Francisco offices of the firm recently while en route to Hollywood.

Bill Stremmel has left KROW, Oakland, to join the sportscasters at KYA, San Francisco.

Arnold W. Leverage, former organist at old Orpheum in vaude days, now staff musician at KMO, Tacoma.

Mrs. J. C. Boulianne, operating pres. and gen. mgr. KVI, Seattle-Tacoma, left for New York via Panama Canal last week to be gone several weeks.

That Off-Stage Voice

Ed Wolfe was listening to his program "The O'Neills" last Friday (12) when a doctor bit in the script sounded more like a house dick.

"Call up and find out who murdered that part?" Wolfe demanded.

It turned out to be the program director, Carlo de Angelo, substituting at the last minute for a missing actor.

CHICAGO ENROLLMENT OF AFRA OVER 400

Chicago, Nov. 16. Open meetings were in vogue with American Federation of Radio Artists holding such a session Friday (12) in successful effort to increase membership. Results bring membership of the local to a figure over 400.

Meeting also informed members that tentative plans for working conditions have been sent to N. Y. headquarters for approval, and that it was expected N. Y. would set a national minimum scale for performers within the next couple weeks. Meanwhile, it is expected that WCFL, Chicago Federation of Labor station, will recognize AFRA this week.

As yet the tentative plans for working conditions have not been formally approved by the local's Board of Directors, but that also is expected to be done this week. Special membership drive is being made among band singers, for, according to plans for an AFRA shop, these singers, whether exclusively on remotes or not, will have to take out a card.

St. Louis Femme Problem Spieler Sues for Divorce

St. Louis, Nov. 16. Mrs. Josephine Emily Halpin, conductor of the KMOX "One Woman's Opinion" daily stanza, filed suit in the Circuit Court last week seeking a divorce from her husband, Breen Halpin, head of a manufacturers' agency. Mrs. Halpin's petition alleged general indignities and also accused Halpin of being so quarrelsome and nagging that she became nervous. Mrs. Halpin asked for custody of two children, Breen, Jr., 12, and Joan, 6.

"One Woman's Opinion," which Mrs. Halpin has conducted for several years, discusses general problems for women.

Maranville on WHAM

Rochester, N. Y., Nov. 16. WHAM launches "Hot Stove League of the Air" with "Rabbit" Maranville, now manager of the Montreal baseball club, as m.c. In addition to working on the program with Frank Silva of WHAM sports staff, the "Rabbit" will line up baseball players to guest star.

Spokane Meeting Called by Craney; Full Schedule of Speakers Heard

Seattle, Nov. 16. Starting off bravely asserting that Washington broadcasters were first to form a state organization and they wanted to have the distinction honor of getting their NAB Regional Group moulded ahead of other sections in the country, Ed Craney, KGIR, Butte, called all broadcasters in Washington, Oregon, Idaho, Montana, Wyoming and Utah to a shindig at the Davenport hotel in Spokane Saturday, Nov. 13.

Craney amplified his call of all the states because he says "the boys in Utah and Wyoming have shown interest in us and I have taken the liberty of inviting them as well as a couple from North Dakota."

Louis Wasmer, KHQ and KGA, had charge of arrangements, registration and Saturday night banquet. Arthur L. Smith, KFIO, was designated head of the entertainment.

Art Bright, KFPP, headed the

Strike Forces WOL Off Air, Wage Boost

Washington, Nov. 16. Broadcasting's initial sit-down strike last week took WOL, local outlet for Mutual web, off the air for several hours before management negotiated wage agreement with seven technicians.

Operations were interrupted without warning Thursday (11) when the engineering staff refused to put on scheduled morning programs and declined to perform their duties until the management yielded to demands for pay boosts. After more than eight hours of silence, transmitter went on the air following promise of William B. Dolph, general manager, to discuss the complaints with Leroy Mark, president of American Broadcasting Co., owner of the plant.

Members of American Radio Telegraphers' Association, the technical force, held a second strike threat over Marks to bring about a settlement of the wage controversy. Outcome of the tilt was a contract providing graduated scales running from \$25 for apprentices during the first six months of employment to maximum of \$55 after eight years' regular employment. Starting wage for experienced engineers is \$30.50.

Help retreated considerably in the conferences although the strikers forced material concessions from the management. Original demands were for a scale ranging from \$49.60 to \$92.50, the same as applies at WOR. Previous pay standards, according to John Gantt, oldest technical employee, had been \$22.50 to \$43.12.

Giving listeners no explanation for the shut-down, WOL went back on the air at 2:15 Thursday (11) afternoon when technicians accepted the truce. Dolph had refused to carry on negotiations until operations were resumed, but promised to reply to contract demands within a few hours. Contract finally was settled after four hours of parley.

The contract, besides lifting WOL pay standards, assures other privileges for station crew. Chief accomplishment in addition to fattening the pay envelope was a closed-shop agreement giving the C.I.O. affiliate exclusive recognition at the station.

A 40-hour week with one day off and seniority rights of veteran end were obtained under the pact, which was signed by Dolph, for the broadcasting company, and John Austin, C.I.O. organizer, on behalf of the technicians.

KTSM Prompt with NBC

KTSM, El Paso, Texas, joins NBC on April 1. Station is a 100-watter.

When linking up with NBC, KTSM will be a member of the Pacific supplementary group, available for both red and blue webs.

CELEBS GET RUSH

Plural Appearances Before Mike On Local Visits

Columbus, Nov. 16. Victims of local stations' search for special events, visiting celebs are being dragged into studios not once, but several times, during their brief stays here.

Fred Waring, who brought his band to the RKO-Palace stage, did two microphone jobs last week. Waring and several of his company went on WBNS for a half-hour program on opening night and the maestro was subjected to an air interview a few days later by Lehman Otis, Columbus Citizen radio editor.

Sigmund Spaeth, "tune detective," also aired twice in a two-day visit. He did a broadcast Monday for WHKC and the following day trundled over to WCOL for another whirl.

Visiting football coaches and sports celebrities are also much in demand with beaucoup competition among sports spiliers on three stations.

NBC Engineers Insist On Removal of CBS Man From Maxwell Program

Union difficulties bobbed up last week on the Metro-Maxwell House show to deprive Producer Bill Bacher of his control engineer, Harry Spear, who was given permission by Columbia to handle an NBC program. NBC company union, Association of Technical Employees, let out a squawk when Spear, member of Columbia's Associated Broadcast Technicians, grabbed off the assignment.

Bacher made the choice and drew permission from CBS to use him on the rival network. For more than two years he had worked Hollywood Hotel for Bacher and was familiar with his trick movements. When NBC union insisted on Spear's removal and substitution of one of its own men, Bacher consented and made the network import one of their best sound men from New York.

TELEGRAPHS IN MANHATTAN MOVES

Panelmen of stations WNEW and WOV, N. Y., have been signed 100% by American Radio Telegraphists Association, according to headquarters, and negotiations to alter present wages, working time and for a closed shop will begin this week at both spots.

WNEW job was completed over the weekend. WOV was taken during the week with negotiations set for yesterday when John Iraci, owner, was taken sick. As soon as he returns the talks will start.

Group, which moves uptown today from lower N. Y. headquarters, now has eight stations in the N. Y. area. First to come in was WBNX in the Bronx, then WHN and WHOM. Agreements are in effect with latter three. Others in the area are Columbia Broadcasting System, WEVD and WQXR.

L. A. Stations, AFM Mull Upped Pay for Musicians

Los Angeles, Nov. 16. Likelihood that radio stations in this area will soon be handing musicians around \$150,000 a year more than they are getting now was seen in negotiations started yesterday (Mon.) between stations and Musicians Mutual Protective Association, Local 47, of the American Federation of Musicians.

Current negotiations are based on the settlement reached in New York by broadcasters and the International Musicians' Association. Additional expected expenditures are proportion, National Broadcasting and Columbia \$60,000 each and Mutual \$11,000.

Philadelphia, Nov. 16. For the first time in Philly radio history there is now a house band in every station. WCAU, WFEN and WFIL have signed agreements with the Musicians' Local, while WDAS, WIP and KYW are working on existing final outwork of national negotiations between broadcasters and A. F. of M.

SMITH MAKES STATION MEN JITTERY

Washington, Nov. 16. Difficulty in signing up outlets is delaying Rev. Gerald Smith, former associate of the late Senator Huey P. Long, in taking over the radio crusade against the New Deal abandoned this fall by Father Charles Coughlin of Detroit. Most of the stations which formed the priest's independent network have fallen in line but some notable holdouts are causing concern. Among the balkers are WCFL, Chicago, and WLW, Cincinnati.

Industry fears that Smith, who has dropped out of the public eye since his alliance 18 months ago with Dr. Francis E. Townsend of old-age pension fame, may be even more in-temperate than Long and Coughlin, thus plunging them into trouble with the government.

WFIL-UNION ACCORD NEAR Panelmen Demands on Management Being Negotiated

Philadelphia, Nov. 16. WFIL and American Communications Association coming close to an agreement for panelmen at the station. At confab between the union's attorney, Saul Waldborn, and Sam Rosenbaum, prez of the outlet, on Saturday, terms were arrived at on wages, the last stumbling block.

Rosenbaum, however, had to get okay of board of directors. If received, he'll ink the line later this week. Scale starts at \$43 and goes up to \$66 in eight years. This is a concession from ACA, which at first asked \$51 starting rate.

Charges filed against WFIL with the Labor Board by ACA have been all but dropped. Station took back one man who it was charged was dropped for union activity, and union now only wants an understanding that another panelman recently canned will get preferential status if an opening occurs.

GUILD WINS 15% PAY TILT AT WPEN, PHILLY

Philadelphia, Nov. 16. Agreement has been reached between WPEN here and the American Guild of Radio Announcers and Producers on a contract for the gabbers. Termer is now in New York awaiting signature of John Iraci, who recently bought the outlet.

New binder calls for Guild shop, 15% wage increases, and 40 hour week. It also returns certain concessions, such as right of foreign annunciations, to sell own programs and collect commissions.

Gerald Dickler, AGRAP attorney, was in Philly Friday discussing terms with Doc Levy for WCAU gabbers, which the union represents 100%. Another confab skedged for today.

GETS PAY RISE FROM GOVERNMENT RADIO

In its first entanglement with the government, ARTA won a 50% wage increase for panelmen on the National Radio Division of the Federal Theatre Project, Nov. 15. In actual dollars its upped from \$95.44 to \$145 monthly.

Deal involving eight men on the local project was negotiated by Harold Caton, broadcast organizer, and Paul Edwards, head of the project. It had been in the works for about one month.

WIP Has 'Class' of 47

Philadelphia, Nov. 16. Growth of Little Theatre idea in radio marked here by group of 47 studies of all ages in WIP new classes for development of talent. Studio turned down applications for about five times the number now enrolled. Took on 51 and has canned four in the past two weeks as hopeless cases.

GOVT. HAS CANADIAN EDGE

Ban on Liquor Sponsorship Will Crimp Canadian Revenue \$300,000

Montreal, Nov. 16. Possibility of an enormous loss of revenue is faced by provincial radio stations if the suggestion made to Premier Duplessis by Gladstone Murray, Chairman of the Canadian Broadcasting Corp., of the cutting or dropping of beer and wine-sponsored programs should be adopted.

Government-controlled outlets throughout the country have already discontinued liquor advertising. Loss of revenue to CBC from this source is in the neighborhood of \$300,000 a year, the revenue loss to the Montreal outlets alone being approximately \$100,000 per annum.

While CBC, as a government-backed organization, can easily afford to discriminate against various forms of radio advertising regardless of income, loss of liquor business to privately owned and operated stations here would be serious. In addition to revenue loss some of the most popular local programs would also be eliminated automatically if liquor-sponsored ads are dropped.

When asked to present his views on the subject, Premier Duplessis politely passed the buck to the Federal authorities. At the same time the Premier intimated he would look up the law on the subject.

Said the Premier: 'We intend to safeguard provincial autonomy, so will respect Federal autonomy.' Liquor and radio interests are not expected to take any attempts at regulation lying down, and unless the Federal authorities have the power, under the statutes, to enforce their stand, it is unlikely that local interests will acquiesce.

COLUMBIA'S REBROADCASTS IN CUBA

Havana, Nov. 16. A test rebroadcast program was staged last Sunday by CBS over CMCY at Havana. Broadcast was almost perfect and proper pick-up in installation will be made soon to continue the rebroadcasting of the Sunday Philharmonic concerts here, and also for other sustaining programs.

Bill Lodge and Al Zalamea of CBS, assisted by local representative for Conquest Alliance Co. of New York, have been making preparations for a future linking of station CMCY to Columbia for commercial and sustaining programs. The transmitter was inspected Thursday (12) and found in good order. Station CMCY is considered the best station for the quality of its broadcasting and programs, appealing to the medium and higher classes.

Station CMCY of Autran is set as an example by the Cuban Radio Commission because it is never over-moderated and the quality of its broadcasting is considered 100 per cent.

Columbia is intent on extending its network south of the Rio Grande and while here, Zalamea, CBS Spanish commentator, made the preliminary arrangements with Azcarra, owner of the largest really Mexican station, XEW, to rebroadcast the Sunday concerts there also.

AUSTRALIA'S PRIZE WINNER HERE ON WAX

Prize winning Australian program 'Heroes of Civilization' has been imported for auditioning to U. S. agencies and sponsors through Michelson & Sternberg, reps. Transcriptions made with original cast arrived in N. Y. this week.

Show won Australian CBC for Outstanding Radio Appeal in 1937 by the Australian Radio Forum.

POPPEL'S TRIP

Trouble-Shooting at New Cuban Kilocycle-Jumper

Havana, Nov. 13. Cuban listeners were up in arms last week when a new station, CMBL, which is CMCQ's old transmitter, came on the air on the 710 kcs, causing a terrible local interference to WLW of Cincinnati on 700 that has many listeners in Cuba.

J. P. Poppel of WOR arrived by plane to try to have the station removed from that spot, as WOR's listeners as far north as Long Island were complaining of the interference caused by the local station. It is claimed that as near as 30 miles from the WOR transmitter the Cuban station howls, and that 1,100 letters of complaint were received by the station in 10 days.

Some of the American radio station representatives here for the conference do not look well upon Poppel's mixing in the matter himself, instead of through official channels, because they figure that will leave the doors open for future interference of stations that might try to chisel American broadcasters.

DANISH AIR IN PANCAKE FEUD

By VICTOR SKAARUP

Copenhagen, Nov. 10. In addition to being at war with the restaurant owners, whose demand for a fee for each transmission of dance music was met with closing down of all outside broadcasts, the Danish State Radio also has a war going on with the gramophone companies in Denmark. Both in Norway and Sweden records are played over the air every day and the broadcasting companies mention the sources and pay a very small fee for each record broadcast.

But in Denmark there must be no publicity in the government-owned radio, and when the gramophone companies demanded that their names were to be mentioned and a small fee paid, all record recitals went out. Both press and public has attacked the State Radio for this attitude—and great was the consternation when all of a sudden a new Danish recording company, 'Tono', got all their records broadcast regularly and their name mentioned.

Bands playing on 'Tono' records are the Radio Danceband, under direction of Louis Preil, and some of the best known Danish restaurant orchestras. People like these records, of course, but they ask why they cannot hear the great, foreign stars on the well-known firm's records. No answer has been given as yet.

WHIP, NEW STATION, HAS 3 IN POLISH

Chicago, Nov. 16. Three accounts signed last week for WHIP by Charles Garland, sales manager, give station five new commercial hours weekly, of which three will be done in Polish.

Warner theatres which were delivered by L. C. Stein, director public relations, for a six-a-week noon-time 15-minute strip consisting of WHIP orchestra, Man-on-Street from theatre lobby, Hollywood gossip, and Souths-de theatre directory, is only account to be done in English.

Two other sponsors are Carnation milk, going on for a 30-minute six-a-week morning orchestra-guest spot, and Polish Roman Catholic Church, which will use 30-minute Sunday morning spot to air mass from St. Adelbert's Church.

DENIES RIVALS POWER PARITY

More Juice and Cheaper Rates Give Dominion's Own Stations Advantage —Commercials Grow, but Helpless

SHOWS AS REPLY

By MORRIS KRUSHEN

Montreal, Nov. 16.

Originally intended to serve the sparsely settled areas in the far Canadian west and to encourage, stimulate and develop purely Canadian talent, the government-owned Canadian Broadcasting Corp. now emerges as a triple threat to the existence of privately owned and operated radio stations throughout the Dominion, and especially in Toronto and Montreal.

From a seven-hour non-commercial service the CBC has embarked upon an ambitious program of expansion, operating 12 hours daily in direct competition to privately owned stations in congested areas.

CBC, also, operates far more powerful stations at a rate so much cheaper, in ratio, than those of the independent stations as to be almost ruinous to the latter.

With a 50,000-watt outlet, CBM, blanketing the English field here and the new 50,000-watt transmitter CBF being ready for opening in December to cover the French-speaking territory, the local independents are burning plenty and the French press is squawking quite loudly.

CKAC, local French station, owned by La Presse (225,000 circulation daily) has been trying to get a permit for a 50,000-watt transmitter for the past six years. CBC now comes into the field with its own 50,000-watt French transmitter and with an advertising rate of only \$250 an hour top, as compared with the CKAC rate of \$165 per hour on a 5,000-watt transmitter and the CFCF rate of \$125 per hour on a 500-watt station, compared with the usual charge of approximately \$1,000 for the same hour by 50,000-watt stations in the U. S. A.

Toronto Ditto In Toronto, where the Corporation is putting up a new 50,000-watt transmitter, CBM, a similar condition prevails. Five independent stations, with from 100 to 10,000 watts, are affected.

With revenue threatened by the more powerful government trans-

Careful Thinkers, Cautious Talkers Make Havana Huddle Pretty Yawny

In Canada

J. D. Boudreau new publicist at CHRC, Quebec.

Ross Read quit announcing staff of CJIC, Sault Ste. Marie.

CHLT, Sherbrooke, running a sponsored program which combines current-events quizzing, spelling bee and voice tests.

J. R. Coutlee, program director at CHRC, Quebec, deserts bachelor ranks in December.

CHAB, Moose Jaw, has been made a basic broadcaster in the CBC set-up. Formerly was a supplementary outlet.

Bruce Ogilvie, milkman, shifted from CJRC, Winnipeg, to CJRM, Regina. Sports speller Claire Chambers moved from CJRM to CJRC.

Phil Lalonde, station manager CKAC, Montreal, ill in bed with la grippe for the past five days.

CBW, Windsor, Ontario, carrying Saturday night hockey games of the Toronto Maple Leafs, sponsored by Imperial Oil.

Imperial Tobacco commences another series of 'Canada 1937' variety programs on a coast to coast Canadian hookup on Friday (15). Programs are weekly, 45 minutes each.

mitters at lower rates and the possibility of losing not only revenue but some of the best programs, the future of the independent stations now seems to depend more than ever upon their ability to produce good shows of their own. Unable to fight the Canadian Broadcasting Corp. on a power basis, unwilling and probably unable to fight the CBC on a price basis, the only salvation for the indies lies in production and better service to accounts.

CKAC, it is understood, will produce twice as many shows this year as last, probably putting on 20 programs instead of ten. It is understood also that a production start by the Canadian Marconi station CFCF is probable very shortly.

Whether or not the CBC will complete the picture by going on the air on a full time 18-hour daily basis and then proceed to legislate the independents out of business does not seem an unlikely query at the present time.

Havana, Nov. 16. Second week of the Inter-America Radio Conference ended with the appointment of more committees, sub-committees and sub-sub-committees than hairs on Tarzan's chest. Some work has been accomplished but slowly, as most of the delegates are technicians who think three times before they speak.

At the technical committees 1-A and 1-B the sessions have been declared informal, meaning the delegates take off their coats and talk with more confidence, as the diplomats are absent, and in some of these sessions some gags have been heard and some candor. Prize repartee was between Major C. P. Edwards of Canada and Cliven of U. S. A. when the Canadian delegate was asked to explain the Canadian proposal for 'the desirability and possibility of assigning the band of frequencies comprising between 160 kcs and 240 kcs to broadcasting, in the American Region.'

Edwards stood up and mentioned (Continued on page 48)

COUGHLIN AN INTERNATIONAL 'PERHAPS'

Detroit, Nov. 16. If sufficient pressure is brought on church officials by Father Charles E. Coughlin admiring to return radio priest to ozone, it's understood an international hookup will be arranged to carry priest's remarks around world.

Coughlin recently cancelled a 38-station indie network, arranged by Alcatraz, Inc., agency, following a tiff with Detroit's new archbishop, Edward Mooney, over uncensored newspaper release Coughlin issued concerning 'communist' tendencies of the CIO. Priest's cancellation affected only the 38 stations signed, and did not cancel local agency's contract with priest.

Former members of Coughlin's 'Social Justice' union have started agitation for priest's return to air, and expect to carry appeal to Rome. If the pressure brings fruit, it's reported here Coughlin is ready to shoot the works on an international hookup, blanketing not only the U. S. and Canada, but probably Great Britain and other European countries.

NICE PRESS IN B. A. FOR BOSTON SHOWS

Buenos Aires, Nov. 9. Local newspapers are commenting favorably on the announcement of the new programs which will come via WLXAL, Boston, to South America every Friday night in collaboration with the Pan American Union. Transmissions were agreed upon at the conventions of the PAU in Montevideo and Buenos Aires for the purpose of better understanding on the American continent.

Programs will include plays dealing with American history under special supervision of Dr. Samuel G. Inman, adviser of the U. S. delegation at the Interamerican convention.

Viennese 50,000-Watter

Vienna, Nov. 8. Austrian radio commission has the coin earmarked for a new 50,000-watt sending station to cost \$300,000. Will be located on Danube plains opposite Vienna.

Killing of Dubious Biz Painful Now, Blessing Later—Toronto Idea

JAMES T. ANNAN

Toronto, Nov. 16. Canadian Broadcasting Corp.'s new regulations, which went into effect Nov. 14, have kicked nearly a dozen Ontario programs off the air plus scores of spot announcements. Clean-up of the airwaves, master-minded by Gladstone Murray, general manager of the CBC, bans contests and fortune tellers from the mikes and only 10% of each hour is to be devoted to spot announcements.

Although the new regulations hurt, stations feel it is all for the best. Daytime broadcasts over local stations generally have been atrocious. Canned music interspersed with spots were big revenue getters, but drove listeners dippy. Situation was so bad here that as many as 35 and 40 spots have been crammed into an hour of canned tunes.

Fortune tellers, numerologists, astrologers, Indian medicine men, Hindu fakirs, etc., have been cluttering up the Canadian airwaves for

hours each day to bring radio in this sector to an all-time low. These have all been given the boot by the CBC.

CKCL is biggest sufferer as a result of the contest ban. Station carried a nightly 15-minute program devoted to a 'bingo' game worked with telephone numbers. This has been killed along with guessing contests, etc.

Three of the CBC's board of governors responsible for the new regulations have had their terms of office extended. N. L. Nathanson of this city, Allan Plaunt of Ottawa and Victor Odium of Vancouver, appointed last year for one-year terms, will be in power for another two years. Other members of the board are: L. W. Brockington, Winnipeg chairman; Rene Morin, Montreal, vice-chairman; J. Wilfred Godfrey, Halifax; Prof. A. Vachon, Quebec; Rev. Canon W. E. Fuller, Campbellton, and Mrs. Nellie McClung, Victoria.

Radio Daffodils

Jersey City—WAAT has one of the most honest program titles in radio: 'Melodies Off the Record.'

Chicago—Goldblatt's department store holding program auditions attended by its 250 buyers and other help. Radio executives, most of whom have arranged similar auditions for past couple years, term them 'Goldblatt's annual gift to their employees.'

Philadelphia—WDAS now kiddingly supplements official government weather forecasts each morning with announcement on condition of the throat of Walter Monroe, one of its elevator operators. Monroe's voice gets hoarse on a cloudy day and passes out completely with coming of rain. It never fails, and is regarded as highly authentic by small group of listeners familiar with the gag.

Philadelphia—Barbara Boyd, conductor of the WCAU Women's Club, induced Mrs. Nicholas Biddle, Philadelphia social registerite, to toss formal dinner on the stage of the station's auditorium so that commonfolks could get a pointer or two for future use.

Washington—Chance remark of an office employee of WRC-WMAL, to the effect that swanky new studios had 'everything but a ping-pong room,' resulted in immediate establishment of missing convenience.

NORTHWEST MUTUAL STATIONS HUDDLE

Tacoma, Nov. 16. First group meeting of the Pacific Northwest Mutual network is to be held here this week, Nov. 17-18-19. Carl Haymond, president of the new group, will be in charge of the sessions which are called for the purpose of discussing the chain and the part it is playing in this section.

On the last day of the session representatives of John Blair & Co. will outline broadcasters' sales plans. Louis Wamer, sec. and treas. Spokane, will be on hand at the three-day session.

Gill Asst. to Feyhl

Philadelphia, Nov. 16. Robert Gill has been upped from gab staff at WCAU to assistant to Horace Feyhl, production manager. Feyhl has just returned to work following an operation.

Increase in production department made necessary by many additional local shows since station acquired house band three weeks ago.

SAME SHOW AFTER 3 YRS.

Insurance Sponsor Returns Identical Set-Up to WLW

Cincinnati, Nov. 16. State Automobile Insurance Co., Columbus, O., one of the oldest sponsors on WLW, and which went off the air in 1934 when its business reached the maximum allowed by a state law, returns on that station Nov. 21 in its old spot and with practically the same line-up of talent as before.

A Sunday program, from 9:45 to 10 p.m., it will have Wells Ginn as narrator, an orchestra directed by William Stoess, a choir and Kresup Erion, soprano, as soloist. Only change in principals is that Miss Erion replaces Mary Woods as vocalist.

Company, which has broadcast exclusively on WLW, was one of the smallest in Ohio's auto insurance field when it started. Now it is one of the largest.

John E. Reilly, WMEK, Boston, program chief, sporting a bad left eye, shrouded by dark glasses.

IT'S GRANDPA FEYHL AFTER STOMACH OP

Philadelphia, Nov. 16. Horace Feyhl, WCAU production director, went to the hospital for a stomach operation and came out a grandfather.

While he was confined, his daughter gave birth to a baby girl. Now he can't live it down.

School Sets Increase

Regina, Sask., Nov. 16. Installation of receiving sets in schools continues to expand in the Dominion. Throughout Canada there are at present more than 200 public schools with sets, while 300 sets are in private institutions or public schools where teachers have personally bought outfits and installed them for the benefit of the students.

In the province of Saskatchewan the Department of Education airs educational programs on CJRM, Regina. Among the provinces, Saskatchewan is third in the number of schools sporting radios in classrooms.

Hart Visits Hollywood

Detroit, Nov. 16. Herschell Hart, radio ed of Detroit News, who gives New York and Chicago radio colonies the once several times annually, is off to Hollywood for three-week look-see at new ether 'capital.'

It's his first time west as radio columnist, and Hart's wondering if he'll have to pass up Gotham or Chicago in future in order to be able to make jaunt to Coast for column material.

Al Donahue Waxes Audition

Al Donahue will disc a half hour variety show, and attempt to sell himself and his outfit to a sponsor.

Show will include Durelle Alexander, vocalist with the band in the Rainbow Room, N. Y., a string ensemble composed of eight members of the outfit, and his chorus.

Station's Guaranteed Audience-Getter; Moves In on Scandal Investigation

Modern Touch

Columbus, Nov. 16. According to reports to the Better Business Bureau here residents in one section of the city were fleeced by a lad selling magazine subscriptions. Said he was a member of Major Bowes' Amateur unit playing on Broad theatre stage. Needed only 200 more points to win a scholarship and room rent.

STATION MANAGEMENT WISES UP STAFFERS

Milwaukee, Nov. 16. Station WTMJ here has just issued a book labeled, 'Standards of Practice,' which contains orders and instructions covering all the general operating conditions of the station. Published under the direction of Walter Damm, promotion manager, the book serves as a reference and source book of rules for all employees. Runs through some 40-odd pages giving explicit info as to what the station expects from each jobholder as to duties, responsibility, hours, pay auditions, handling of shows, sales procedure, etc.

Tom Lane to Y.&R.

Tom Lane has left WOR publicity department to join Young & Rubicam agency's ballyhoo bureau. Stepping into the spot at the Bamberger broadcaster is Dick Dorrance, Jr., son of the account exec at the Brooke, Smith, French & Dorrance agency.

Six months ago Johnny Johnstone brought Lane to WOR from the N.Y. Herald Tribune staff.

Buffalo, Nov. 16. Biggest interest-grabbing broadcast of the Buffalo season—any season—is WKBW's scoop. Station is offering daily broadcasts direct from City Hall in the Council's current payroll-padding investigation which threatens to produce the largest scandal ever known here.

High interest in the affair centers around allegations of WEA supervisors holding several jobs under assorted names.

A subpoena was issued for the mayor by the council's special investigator, but on Friday, when he was sought for the a. & a., nobody knew where he was.

Naturally the thing has snatched all the headlines, has ousted the weather from casual conversation and bulls a big listener percentage for WKBW.

Hearings will resume tomorrow (17) at 2 o'clock in City Hall and station will be on the air all afternoon with the cross-examinations. When the quiz opened last week, hasty scheduling led to considerable hopping back and forth between WKBW and WOR as time clearing was difficult. Morning schedule was toughest to make.

So Roger Baker, who handles announcing and arrangements, asked for all afternoon meetings where time could be more easily cleared. Council committee complied. General feeling is that hearings should be open to public in all ways possible.

Idea of interest in broadcasts may be gathered from the fact that on Friday afternoon between 2:15 and 2:30, 210 calls asking if the session would be aired jammed the small WKBW switchboard to capacity. Telephone company urged: 'For — make an announcement on the air—you're tying up the Washington exchange!'

"100 Men and a Girl"

... or an accordionist ...

or a comedian ... or a

dramotic group—name it!

We have it!

WCAU

50,000 WATTS • PHILADELPHIA

A Little Less Over-the-Transom Biz Would Do Locals Good, Says Gould

Baltimore, Nov. 16. Current slacking off of national and network usage of time might be a blessing in disguise for many radio stations, according to Purnell Gould, commercial manager of WFBR here. Radio stations dependent upon piped in biz have been enjoying bullish doings so long, they have neglected the potentialities close at hand, with spots' predominating, and in many cases, the only services offered for local sale. There's dough right in your own back yard, says Gould, and all that's needed is some originality of presentation and a proper understanding of the merchandising needs and possibilities of the local set-up.

One plan utilized by Gould in the promotion of this plan was inaugurated recently and has resulted in signing up 39 new accounts for series of regular periods over 13 weeks. Making use of a portable studio built into a trailer and equipped to send and receive programs, WFBR has organized the various business sub centers located in concentrated neighborhoods and communities close at hand. Tying in the sectional merchants to a strictly localized program of community news, views and personalities, with certain nights designated as regular neighborhood events, set-up has clicked from the start with merchants and sub-centers, not yet contacted, clamoring for inclusion.

Just Go Ahead

Knoxville, Nov. 16. WNOX now running a 15-min. sustainer on Monday evenings, titled 'Conversation.' Program is just what its label suggests. Station selects five citizens, groups 'em around the mike, drops a subject in their laps at start of program and lets the quintet chew on the matter for the ensuing quarter-hour.

Agencies—Sponsors

Kay Jewelry Co., Boston, pushing its retail jewelry with 29 15-minute radio bingo shows, twice weekly, on WAAB. Placed through Ad-Masters Co., Washington, D. C.

Shubert Theatre, Boston, making known its productions with 9 125-word announcements each on WNAC and WAAB. Harry M. Frost Co. the agency.

WNBX, Springfield, Vt., has been added to CBS stations broadcasting the Ford Symphony Hour. New local business at WNBX includes: 6 10-minute sports shots weekly on an evening slot, for Ballantine Ale, Hays Agency of Burlington, Vt.

placing account and Ozzie Wade drawing the mike assignment; 6 quarter hour 'Eb and Zeb' transcriptions weekly, one year, for Zeno's Bakery, Bellows Falls, Vt.; three-a-week 15-minute live talent programs titled 'Dan Cupid in Person,' for Wellwood Furniture, Springfield, a half-hour once-weekly feature, 'For Men Only,' Wilson Clothing Company, Rutland, Vt., the sponsor.

Let's Play Games, in the interest of Vapex (E. Fougere & Co., N.Y.C.), is on WAAB with 22 15-minute programs. Small & Seiffer Advertising Agency, N.Y., placed.

Caseln Co. of America, Inc., N.Y.C., expects to start hand out for its Casco Glue business with 26 100-word announcements on WEAN, Providence. Agency is Geyer, Cornell & Newell, Inc., N.Y.C.

M. A. King Co., Somerville, Mass. (Statler Tissue), placing 214 spots on WAAB, Boston. Chambers & Wiswell, the agency.

Stearn's, Inc. (Betty Dixon Candies), is sponsoring on WJTN, Jamestown, N. Y., 'Donald Novis Sings,' transcribed by Radio Features, Inc.

Gude's Pepto Mangan has broken with a campaign on 35 stations in major markets across the country. Using a three-weekly daytime one min. c.t.'s for 39 weeks. Morse International is the placing agency.

Brown-Williamson Tobacco Co. started a daily 60-minute sports period on WJJD yesterday (16), with Warren Brown, Hearst announcer, heading the speller. Show is being divided in six parts; namely, questions and answers, roundtable discussion with Russ Hodges and Jimmy Dudley joining Brown in the hotstoving palaver on the outlook of the baseball season, race results, an editorial period by Brown and a sport celebrity interview.

Members of the WJJD staff are being assigned to cover all sorts of sports events from banquets to bike races, with the idea of airing exclusive stuff. Avalon cigarettes is the product plugged and B.B.D. & O. is the placing agency.

Cooper Coffee Co. of Waco, Texas, has gone on WACO, on a six-months' contract, with a call-letter-attachment series of plugs.

George H. Hartman agency, Chicago, scheduling Stark Piano plugged in on WBBM for six before seven a.m. shots a week. Four will blast away for pianos, and other two for accordions.

Grove's Nose Drops being plugged daily, except Sunday, over WCV, until March 28, 1938, through Stack-Goble.

WWSW, Pittsburgh, has sold sponsorship of Community Forum broadcasts from Schenley High School auditorium to Rhea's Bakery for entire season. Program will go on the air every Monday night from 8:15 to 10 p.m., with Dr. Bernard Clausen directing Forums. Account placed by Elsie Lichtenstul.

Sherman Clay & Co. (musical instruments, etc.) has renewed for six months its nightly two-hour program of recorded music over KJBS, San Francisco, and KQW, San Jose.

Sunfood Fruits is using three spot announcements weekly on the 'Alarm Klock Klub' and three weekly on 'To the Ladies' over KJBS, San Francisco.

Aircasters, new Detroit agency, has increased its staff, with Violet Cory coming in to assume full charge of media.

Officers in the firm now stand: Stae Boynton, prez; Phil Christol, v.p. and account exec on radio; Ralph Campbell, treasurer in charge of research; Edwin C. Lentestey, secretary and account exec.

W. E. Long ad agency, Chicago, using transcribed series of historical announcements to plug Carpenter's Bread on WTMJ, Milwaukee. Plugs are one minute long, 30 seconds of which is used for incidents in Milwaukee's history during past 70 years.

'Wife Versus Secretary' waxes five days a week on KSFO, San Francisco, via Blackett, Sample & Hummert, New York for Dr. Lyons tooth powder.

Liberty Orchards Co., Cashmere, Wash., through Beaumont & Hohman agency, is sponsoring announcements on the 'Alarm Klock Klub' program

Sports Callers Rare; Few in Training

Chicago Finds Few Standout Football Play-by-Players—NBC 'Auditions' Flopped

One Way to Train 'Em

Asbury Park, Nov. 16. Ed Hill, in addition to his duties as sports editor of the Asbury Park Press, is broadcasting two high school football games a week over WCAP, sponsored by the Jersey Central Power & Light Co.

Airings take in Friday night games of Neptune High, followed by Saturday afternoon description of Asbury Park High's gridiron contest. He figures trying to work color into none too flashy schoolboy games without benefit of press booth and further handicapped by over-enthusiastic youngsters leaping into his line of vision and yelling in the mike provides splendid practice which tends to counterbalance the poor pay.

Hill, a 250-pounder played center for Temple 10 years ago.

daily except Sunday over KJBS, San Francisco.

Seven-Up Bottling Co., through Beaumont & Hohman, San Francisco, Warren Brown, Hearst announcer, heading the speller. Show is being divided in six parts; namely, questions and answers, roundtable discussion with Russ Hodges and Jimmy Dudley joining Brown in the hotstoving palaver on the outlook of the baseball season, race results, an editorial period by Brown and a sport celebrity interview.

Crawford Furs has taken two strips across the board on WIP, Philly. One morning and one evening. Furrier is putting on 15 minutes of women's news and music from 9:30 to 9:45 every morning and 15 minutes of dance music at 8:30 every evening.

WXYZ, Detroit, has shifted 'Ann Worth, Housewife,' aired for two years at 8:30 a.m. daily, to the 1:45 p.m. stanza.

Closer to tea time for domestic drama's new sponsor, Salada tea.

Oxo, Ltd. (beef cubes), through Doremus & Co., San Francisco, is sponsoring a new twice weekly morning show, using Clarence Hayes, singer and guitarist, starting Nov. 16 over KPO, San Francisco; KHQ, Spokane; KOMO, Seattle; KGW, Portland; NBC-Red outlets. Program, set for 13 weeks, originates in the web's San Francisco studios.

Cardinet Candy Co., Oakland, through Tomaschke-Elliott Co., has renewed its 'Night Editor' programs with Hal Burdick for another 13 weeks. Quarter-hour programs are the aired Sunday nights over an NBC Red network, including KPO, San Francisco; KHQ, Spokane; KOMO, Seattle; KGW, Portland; KFI, Los Angeles; KJAR, Phoenix; KGIR, Butte; KGHL, Billings; KDYL, Salt Lake City; KOA, Denver. Renewal is effective Dec. 5.

Railway Express Agency, through the Caples Co., New York, plugging its pickup and delivery service in one-minute spots with weather reports nightly except Sunday for eight weeks on KGO, San Francisco.

Refrigeration & Air Conditioning Institute of Chicago is pushing 'Is Modern Miracles' correspondence school for 13 weeks over WBZ and WBZA, Boston-Springfield, Mass. Placed through James R. Lunke & Associates of Chi.

RCA, Boston, using a live show to push its radio product. Cast has Rakov's orch, Rhythm Girls and Arthur Amadon, baritone. Contract for 13 weeks (half-hour) placed direct over WBZ and WBZA, Boston-Springfield, Mass. And the RCA Mfg. Co., of Camden, N. J. is using the twin NBC stations for 13 weeks of Monday through Saturday Victor disc shows, 'Music As You Desire It.' Direct.

Sitrox Facial Tissue Cream is placing a campaign of two-minute announcements through the Franklin-Bruck agency.

Macy Jewelry Co., newly opened St. Louis credit jewelry house, using WIL with a new tie-in. Company guarantees to furnish time, any hour of the day or night, by calling store

General opinion around here holds that there is an acute shortage of announcers capable of handling network football broadcasts. At the same time none of the three web headquarters will admit doing anything in the way of developing men for next season.

At the present time, there are but five announcers doing football who are considered first-rate by network executives. Both Don Wilson and Hal Totten are out of the running this season; Wilson because of commercial commitments, and Totten because of routine stuff in Chicago—and their loss has been felt.

Of the five acceptable announcers, three are from the Midwest: Lynn Brandt, formerly of WROK, Rockford; Ford Pearson, formerly of WFAM-WSBT, South Bend; and Red Barbour, currently with WLW-Line. Both Brandt and Pearson are now with NBC. The other two men are CBS's Ted Husling and Bill Stern, NBC's N. Y. man.

When asked why they don't try to develop talent along these lines, and for special events work where a shortage also occurs, net executives point to NBC's additions of a couple seasons back. In these, pictures of a Northwestern game were run off at normal speed, and announcers allowed to audition, calling the plays. During the audition, nothing developed, so the boys claim it's impossible to develop such talent.

by phone. 'Night and Day' is the theme song of the program.

McKesson-Robbins (Calox tooth powder) buying time-signals on mid-west stations. Biz being placed by J. Walter Thompson Chicago office.

Nu-Enamel Stores, Cincinnati, 300 spot announcements on WGKY.

FOUND— A NEW MARKET OF 400,000

WJTN, Jamestown, N. Y., is the *only* station which serves this rich market regularly. It includes the rich oil-well regions of Northwestern Pennsylvania as well as the famous Chautauquar grape area. It is singularly good — because these good spenders haven't been subjected to so many intensive advertising campaigns as elsewhere.

LOTS OF MONEY TO SPEND

It all boils down to this. There's a rich, practically untouched market here. The highly efficient WJTN gives you complete coverage of a fresh market, at low rates. It's a real tip—an opportunity for you, at a price which is proportionately far below the results you'll get.

WJTN
JAMESTOWN, N. Y.

How WBT handles a real Hurricane

An Act of God is news in any man's language. A twister strikes with the speed and cruelty of a bullwhip. People must be warned of its intensity, its course, and its progress. It is news — and more — in the Carolinas. The threat of twister in North Carolina, September last year, sent WBT's trained special events crew racing 300 miles over dangerous roads to Edenton — to be there when it struck. The ocean had been sucked nearly a mile out to sea. Edenton waited for the tidal wave that might sweep it off the map. The four WBT men risked their lives to broadcast to the Columbia Network over the only line out of Edenton. Another thrilling WBT show.

Edenton, a town of 3500 on the North Carolina coast 300 miles from Charlotte, is in WBT's regular Listening Area.

WBT

"The SHOWMANSHIP Station of the Nation"

Charlotte, N. C., owned and operated by Columbia Broadcasting System. Represented by RADIO SALES

RADIO SHOWMANSHIP

(Attention-Getters, Tie-Ups, Ideas)

Outstanding Stunts

Dance Music
Alternatives
WJR, DETROIT

Late Evening Specials

For late stay-uppers who don't want dance music, WJR has arranged a nightly menu of non-swing calibre. New sked includes:

Monday, 10:30 p.m., 'WJR Presents' with full orchestra under Samuel Benavie, chorus under Don Large, and Helen Hadley, soprano.

Tuesday, 11:15 p.m., 'Reminiscing' with Frankie Connors, pit tenor at Fox theatre here, with full orchestra.

Wednesday, 11:15 p.m., 'The Beachcomber,' with Arthur Courtney White, oldtime actor, as m.c. of show with Benavie's band and male chorus under Don Large. Special script for White by WJR's Geraldine Elliott.

Thursday, 11:15 p.m., 'Solo Night,' with members of WJR orchestra in favorite numbers. This week in Review, with Jane Schermerhorn, society ed of Detroit Times, parading local debs before mike; Harry Wisner reviewing sports; news of week dramatized by the 'Mummers,' and studio band playing hit tunes of week.

Ida Bailey Allen's Group

New York City. Ida Bailey Allen has organized a Consumers Homemaking Advisory Committee which is designed (1) to ballyhoo her participatory-plus program on WHN, N. Y.; (2) to get housewives interested in combating as a body the rising prices of food commodities.

Women have been lined up from among those who have written fan letters to the radio recipe-reader. Groups hold meetings which Mrs. Allen attends.

Vox Pop Angle

Roanoke, Va. WDBJ is running a man-in-the-street program, on which the principles of a prize raffle are incorporated.

Each person is quizzed on one question, and given a numbered slip, one-half of which is deposited in a

box. At the end of each broadcast the winning number is drawn, and the lucky-number holder gets a gift from the jewelry firm sponsoring the program.

Radio Charity Gesture

Seattle. Several local stations participated in shut-in party given by local lodge of Elks, an annual affair, by furnishing the talent. About 500 men, women, boys and girls, many of whom 'only get out of their beds on this occasion, enjoyed the stage show and big feed that followed. Local taxis and private cars brought the unfortunates to the lodge rooms and returned them without charge.

Nearly all present, ardent dialers and radio critics, got their first look at some of the talent.

Vox Pop In Night Club

Philadelphia. WFIL has started new tri-weekly variation of 'Man on the Street' show called 'The Man with the Magic Blades.' Conducted by Jim Willard from Arcadia-International Restaurant.

Takes roving mike around to tables, inviting diners to pick a paddle inscribed with questions and answers poking fun at fortune-tellers.

'Sponsored Program Service'

St. Louis. To aid many of its accounts that cannot afford expert advertising and merchandising service WTMV has inaugurated its Sponsored Program Service with Thomas J. Connelly, former advertising manager of a St. Louis Building Supply Co., as Promotion Director. Service includes the preparation of store and counter displays, ad material, direct mail copy and general merchandising efforts.

Idea was conceived by William H. West, general manager of WTMV, who learned that many of the station's accounts could not afford to hook up with their radio campaigns because of the absence of advertising and promotion talent in their own organizations.

Chateau Cheese Contest

Boston. Borden (Chateau Cheese) is giving five \$37 Benrus watches away each week to the five best answers on Why I Like Borden's Chateau Cheese. Either a Chateau wrapper or fac-

simile plus the writer's name and that of the sponsor, must accompany the answer of 25 words or less.

Show, a takeoff on the March of Time, dramatizing the week in news from the editorial rooms of the Yankee Network News Service, has a WNAC, Boston, wire.

Frollemakers' Pledge

Boston. Sandra Bruce, WCOP, Boston, announcer, has started a Frollic Club, a noonday disc show. Bruce is the Chief Frollemaker, and printed membership cards are mailed on request to all potential Frollemakers who promise to be faithful listeners to the Frollemakers at least once every month. In addition, each member promises to either write or personally visit WCOP as guests of Bruce.

Some 500 have already signed. And each day finds the reception room crowded with fans, who get a kick out of speaking to Miss Bruce and personally requesting their favorite wax tunes. It's a good pull, and it's the first time for some of them to see a radio show.

Educational Painting Book

Boston. Mac 'n' Moore, male comedy turn for Planters' Peanuts over WBZ and WBZA, Boston-Springfield, Mass., will send a 32-page educational painting book, tagged America's Famous Men and Why They Are, to anyone sending in either 10 five-cent peanut wrappers, 10 Jumbo wrappers, or 50 penny bag wrappers.

Twenty-six pages are blank.

WBIG's Obit Stunt

Greensboro, N. C. WBIG has put out a nice attempt on seizer for trade circles and ad agencies in a memorial card, black-edged. Copy reads: 'In memoriam for the dollars lost and the good-will still ungained by those who are not using WBIG for their sales and service message.'

And in smaller type the station gets in a few jabs in its own specific behalf. Makeup of the card is very attractive.

Promotes Bowling Tourney

Rock Island, Ill. WHBF is sponsoring a contest to select the ten best bowlers in the tri-cities (Rock Island, Moline and Davenport) which will culminate in a tourney late this winter from which will emerge the top king-pinner of the pin-spillers.

Contest to choose the ten best is being conducted via public voting for favorites or friends. WHBF ties in the contest with commercial programs carried for local bowling alleys.

Longine Pays Off Smaller Stations And Sales Reps in Merchandise

Football Takes Cut

Philadelphia, Nov. 16.

Stoney McLin thinks the depress must just have arrived at the University of Michigan. Last year he etherized a Penn-Michigan football rally to which the mid-west university sent a 125-piece band.

This year they sent him a set of transcriptions.

JIM SHOUSE MOVES IN

New Crosley V.P. Now on Job in Cincinnati

Cincinnati, Nov. 16.

James Shouse started Monday (15) on his new job of vice-president of the Crosley Radio Corp., in charge of its WLW and WSAI stations. He is moving his family here from St. Louis where he was general manager of KMOX, of the CBS web.

While Shouse is familiar with the Columbia set-up, his present position calls for acquaintance with the workings and business angles of four other networks: NBC Red and Blue, Mutual, and the WLW Line, in all of which WLW and WSAI figure.

Shouse is no stranger to Cincy. He was graduated from high school in Ft. Thomas, Ky., across the Ohio river, and also from the University of Cincinnati.

Channing Pollock Heads

New H. J. Heinz Matinee

H. J. Heinz Co. is readying a new edition of the 'Magazine of the Air.' Channing Pollock, critic and commentator; Ray Block Chorus, and the Mark Warnow orchestra will comprise the talent for the new show which was auditioned last week.

Maxon agented.

Marjorie Fossell, concert violinist, has fiddle ensemble show on WMEX, Boston.

Longine watches, heretofore chiefly clinging to big stations in major markets for placement of its time-signals, is spreading out into the small markets across the country.

In majority of instances account is spending no actual money in buying the small broadcasters, but paying off in merchandise. Stations accepting such an arrangement will use the time-pieces as prizes in other contests or as Christmas gifts. Station reps, when they figure in on the Longine deal, get their cut in clocks, too. No agency is in on the transactions.

Longine propositions the big stations in the major markets with the same payoff method, but the account gets mixed in most instances. Bigger broadcasters demand a cash payment.

STATION'S OWN SALES SET-UP CLICKS

Philadelphia, Nov. 16.

Gross sales of \$30,000 for the first two weeks operation of its Chicago office were reported this week by Don Withycomb, g.m. of WFIL. He declared this figure represents more business than the total secured by WFIL from the Chicago area in the past six months.

Opening of the Chi office, which also covers Detroit, followed opening of a New York office in August. Time sales of about \$250,000 have been secured there in the past three months, according to Withycomb. Plans are now under way for a San Francisco or Los Angeles headquarters.

We wish to extend our compliments to LORD & THOMAS for the expert use they have made of our Hollywood facilities in "Your Hollywood Parade", starring Dick Powell, for LUCKY STRIKE, which has its premiere early in December over a coast to coast network.

TRANSAMERICAN BROADCASTING
& TELEVISION CORPORATION

Telephone Lines 40% of Operating Costs of Muzak; Service Is Not Competing with Live Music

Muzak, which now furnishes 300 New York hotels, niteries, clubs and, in addition, private homes with wired music, is grossing into about \$20,000 per month, or nearly \$250,000 per year. Studios operate continuously off recordings on a 24-hour schedule. Rates for the service vary from \$35 to \$400 per month, depending on the type.

Agreement concluded last month with local 802 of the musicians' union will, however, result in withdrawal from most hotels within 90 days, and result in a cut of about 10% of the gross biz. Expansion program, in new field of residential sales, is currently being developed. Figured as a new toy for the swank, with sales talk based on the fact that there are no announcements. Home service costs \$300 a year up.

Three types of programs make up Muzak's wire service, and these are known as the purple, red and green network. Purple accounts for 60% of the biz, and includes luncheon, cocktail and dinner music, with dance music from 9 p. m. to 7 a. m. From 7 a. m. to noon, 'background' music is played.

Red network is straight dance music going for the most part into gin mills. The green network is residential, and carries the same program as the purple, excepting at night, when special concert recordings and classical numbers are substituted. Within recent weeks Muzak has had some good publicity breaks in slick mags, which ought to help sales of the residential green network program.

Waldorf is one hotel where Muzak retires, but stays on at the Rainbow Room, with the union's permission. In other hotels, such as the Park Central and the New Yorker, wired music can go into the coffee shop.

Union's OK

Rest of the agreement gives Muzak

permission to stay where there are no musicians employed or where there has been previously no music at all. New reception devices cannot be installed without an okay from 802.

Operating expenses of Muzak are said to be high, resulting in negligible profit. Biggest slice of receipts goes to the telephone company, which gets \$4.80 per wire-mile per month. This amounts to about 40% of expenses. Second biggest expense is the cut which goes to ASCAP. Installation is the third largest item, which varies, depending on whether it's loudspeaker or concealed and multiple.

There are four active studios, with a fifth for special occasions. Labor costs are small, with only a small studio personnel required to operate. Muzak has 55 employees, of which 16 are in the studios, working in three eight-hour shifts, with a couple of extras as standbys.

Operating costs are fixed, and so problem is to expand biz, which can thus show increasing profits, due to fixed overhead, regardless of number of outlets.

Muzak is a subsid of North American Corp., a public utility holding corporation. President is Waddell Catchings, special officer of Lehman Bros., and formerly of Goldman, Sachs board. Transcriptions used are special recordings of the hill and dale type. Name bands used include Ray Noble, Emil Coleman, Xavier Cugat, Emery Deutsch, Henry King, Tommy Dorsey, Clyde Lucas, Abe Lyman, Russ Morgan, Ruby Newman and others. Richard Himber is currently negotiating.

Frances Langford's Vacation

Loretta Lee subsid for Frances Langford on the Hollywood Hotel program, starting this Friday (19) during latter's three-week eastern vacash.

Judy Starr hospitalized as result recent eye operation.

BASEBALL ALREADY UNDER DISCUSSION

Philadelphia, Nov. 16. Baseball situation here for next season is in highly muddled state. General Mills, it is understood, has already come to terms with the Phillies, but the Athletics are holding out for more and bigger bids.

General Mills' bids have been placed by WCAU, which is again skedded to carry the Wheaties, diamond airings. Socony-Vacuum has also made a deal with Wheaties similar to last season's to sponsor half the games.

WIP, which paid \$15,000 for rights to the games last year, and then couldn't find a sponsor, is anxious to get baseball again, but is being extremely wary about taking another scalping. It will make no commitments on purchasing games until it has a sponsor tucked safely away in its file cabinet. Airing the games on sustaining basis all last season was a terrific blow to the station.

It had Atlantic Refining lined up but couldn't deliver because WCAU's prior contract with the ball park and Socony prevented selling to another gasoline company.

Spitfire campbush between Atlantic and Socony is undoubtedly what is pushing the Athletics' price for next season. Atlantic is anxious to sponsor the baseball over WIP and to get it may bid high enough to push Socony out of the pic entirely, which also would considerably upset General Mills' position.

Atlanta, Nov. 16.

Radio stations have their fingers crossed and are hoping for best as proposal looms to lift ban on airing of home baseball games of Southern Ass'n teams next season. Matter will be taken up at league directorate meeting in January.

WATL and WGST broadcast local nine's game this year under combined sponsorship of Wheaties (General Mills) and Goodrich. WAGA, little brother of WSB, will be in the running next season and with 154-game contracts in sight, bidding ought to be pretty keen.

WATL, with no net affiliation, can offer sponsor straight-through broadcast, whether night or day games, an item considerably in their favor, since dyed-in-the-wool fans want their games complete.

Cuban Meeting

(Continued from page 43)

smiling that he was in a position where he might lose his pants, referring to the fact that he was sans suspenders and belt and had to hold his pants up with his hands. Then Craven (USA) stood up and answered that although he had his pants where they should be, he was also liable to lose them and so was holding them with his hands, although he had a belt.

Crowd roared when Mendoza (Cuba) took his belt off and offered it to Major Edwards, who accepted it and proceeded to place it on his pants. Craven continued by saying that in the question of the 160 kcs to 240 kcs band it was a case of also keeping the shirt. Craven fought the proposal on the basis of safety for flying, and the matter was sent to a sub-sub-committee while Edwards and Craven got together to work on a table that was then submitted to the committee and approved as follows:

194 kcs. to 285 kcs.—Aeronautical and mobile, except commercial stations on ships.

285 kcs. to 315 kcs.—For radio and marine beacons.

315 kcs. to 385 kcs.—As approved by the Madrid and Lima Conferences.

385 kcs. to 400 kcs.—For aeronautical service instead of what the Madrid Conference approved.

400 kcs. to 515 kcs.—As approved by the Madrid Conference.

Canada reserved the right to reopen the question on the broadcasting committee regarding the 160 kcs. to 194 kcs. band that now is assigned to mobile and aeronautical.

By this motion approved, the broadcast band is extended to 515 kcs., meaning extra channels for Canada and U.S.A. Canada has stations in 540 kcs., while U.S.A. starts on 550 kcs.

Bell Between Rounds

Chairmen of technical committees 1-A (radio communications), Zapata of Colombia, and 1-B (broadcasting), Edwards of Canada, handle the situations very diplomatically, for when the debates get hot, they ring the bell for a recess, reason why Paul D. D. Spearman claims the sessions are just like boxing, round one and then a rest to cool off.

What was thought to be a very important meeting of 1-B on broadcasting turned out to be a floppo because time was asked to have the documents translated with the definitions suggested by Craven as to 'Clear Channel' stations. His suggestion was that clear channel A should be 'where the station renders service on a primary area without interference and in whole or a substantial part of its secondary area free of interference.' The Mexican delegation immediately asked time to study the proposition and to offer another proposal. They have to study the situation because of their border stations. It is understood that Mexico is in the mood to enter negotiations here for the solution of the border stations, but will probably ask clear channels in exchange for blotting out the high-powered blah-blahs.

In order to lubricate the proceedings for speedier action it was decided to divide the three Americas. North America to comprise down to the southern border of Mexico, Central America from the southern border of Mexico to Parallel five, including in this region Haiti and Dominican Republic. And South America would be from Parallel five down south.

In the North American region, Canada, U.S.A., Mexico and Cuba are the interested parties and the American observers are anxious to see some action there that would stop the interference between stations.

Another important subject that was brought to discussion on committee II was the proposal of Dominican Republic that it 'desires to maintain the principle that one vote be granted to each country, without reference to the number or importance of its Colonies.' Craven (U.S.A.) stood up for that idea although he mentioned that it was up to the Cairo Conference (next year) to vote on that, but that this parley could come to an agreement to take the suggestion to Cairo.

Rest of the Latin American countries also approved the motion and Beaudry (Canada's chairman) requested Craven to inform whether it would be a vote for each country or for each nation. Smilingly Craven answered he was a technical man, not a lawyer or diplomat,

MONTREAL RECEIVES MORE YANKEE SHOWS

Montreal, Nov. 16. Big league radio coverage came to Montreal Sunday (14), through an arrangement with NBC engineered by the Canadian Broadcasting Corp. and Canadian Marconi engineering with the Red and Blue NBC networks will be routed through three Montreal stations, CBM, CBF and CFCF.

With CKAC serving as the local outlet for the Columbia Broadcasting System, Montreal now creeps closer to big time standing as a radio center.

New development is in line with Major Gladstone Murray's progressive policy of brightening and enlarging the sphere of radio entertainment for Canadian radio fans. New arrangement will also help to avoid conflict of important broadcasts.

With the inauguration of the new CBC transmitter CBF, this week, CBM will from now on be used for English broadcasts only. CBF will serve as a French language station.

Marconi station CFCF, which formerly handled NBC programs from both networks, is now confined to the Blue network only, CBM carrying the Red. New French language station CBF may use programs from either the Red or Blue network.

Canadian Commercials

Mantle Lamps and Sherwin-Williams new accounts on CKCW, Moncton, N. B.

Dow Breweries on CHLT, Sherbrooke, Que., with thrice weekly dramatic series, 'The Village Priest.' Buckley's Cough Syrup and Zymophos Tonic buying spots heavily in the Dominion.

Canada Packers bankrolling Livestock Market Reports on CKNX, Wingham, Ontario.

Kellogg of Canada, Ltd., sponsoring series of 15-min. discs featuring Donald Novis on flock of stations.

Saraux's CBF Job

Montreal, Nov. 16. Gilles Saraux has been appointed chief engineer of the new CBC transmitter CBF, scheduled to begin operations around Dec. 15.

Aside from Saraux very few new staff appointments are expected. Most of the CBF crew will probably double for the new CBF station.

and the matter was referred to a sub-sub-committee.

Good Audience

A very friendly feeling is present in all discussions and gags bring plenty of laughs. Sessions are held in the roof dining room and to get 'inspiration' the delegates would have to lose a lot of time taking the elevator, eight floors down to the main bar. So the roof bar is also open.

Besides the doing at the conference, other happenings have attracted attention, as the luck of Capt. Don S. Leonard, Vice President of the International Association of Chiefs of Police, and head of the Michigan State Police, who was pestered by a 'billeteiro' (Lottery ticket vendor) who wanted to sell him a whole ticket (100 fractions) and in order to free himself of the pest bought five fractions, winning the second prize and \$1,000 and then wishing he had bought the whole works in which case he would have pocketed 20Gs.

Another group, including Charley Horn of NBC, felt discouraged because they had pooled in to buy a whole ticket that they felt sure would not miss because of the combination. It was 13-7-11, but they were left high and dry.

Harold Davis, program director at WDAS, Philly, now doing nightly sports shot under tag of 'Buzz Davis.'

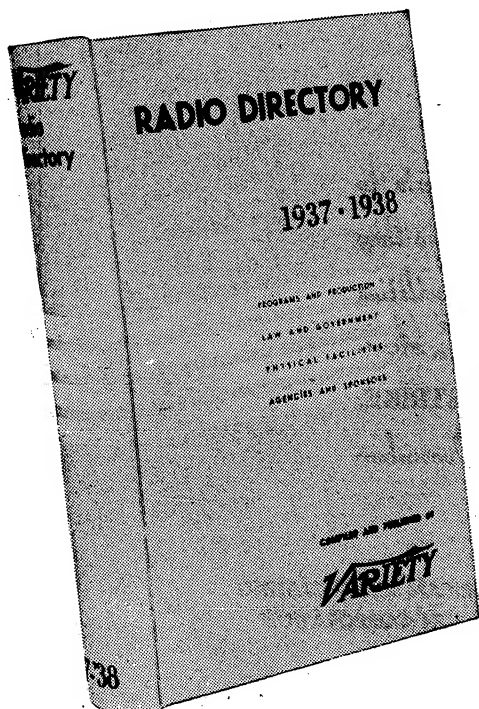
CFCF MONTREAL

GOOD NEIGHBORS

We are licensed for service to Canadian homes... but many families in the Northern New York State listen regularly to CFCF during daylight hours.

N. B. C. RED & BLUE

WEED & COMPANY, CHIEF UNITED STATES REPRESENTATIVES



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STARS OF THE WINNERS STATION

1933

Virginia Payne (Ma Perkins)
Charioteers
Fats Waller

1936

Tommy Riggs
Jimmy Scribner

1937-1938

William Stoess
Devore Sisters
Smoothies (Babs and Brothers)
Ellis Frakes
Vicki Chase
Angelo Ravelli
Lynn Cole
Deon Craddock
Paul Sullivan
Peter Grant
Red Barber
Bob Newhall

1930

Singin' Sam
Joan Paul King

1931

Ramona
The Mills Bros.

1932

Singin' Ed McCaskey
Barry McKinley

McNinch Snowed Under Detail

New Regulations and Policies Will Not Let the Boys 'Know the Worst' for Some Time

Washington, Nov. 16. Changes in the Communications Act will not be urged upon Congress during the special session, while promulgation of policies dispersing confusion about social and economic problems in broadcast regulation looks many months distant.

Definite assurance that the Federal Communications Commission has not agreed on any alterations in the basic law came last week from Chairman Frank R. McNinch, who also confirmed reports that anxious-seat occupants must bide their time before getting any clarification of the present situation.

Consideration of amendments to the three-year-old statute, as well as study of such worries as network regulation, transmitter leases, and newspaper ownership, has been impossible because of the mass of detail requiring preferential treatment, McNinch told VARIETY. Subsequently, he asserted, at his weekly press conference that he has no intention of proposing any changes in the law in the immediate future, hinting that he may have some suggestions for presentation to the legislators later in the winter.

Awails Craven

Some encouragement for broadcasters hoping for early action on the mess of pending propositions was given by the New Deal broom-wielder, McNinch said he has tentatively scheduled for disposition within a short time the important question of new engineering standards and allocation problems. Whenever Commissioner T. A. M. Craven returns from the Cuba conference, the Commish will take up the engineering and economic recommendations based on the prolonged hearing held more than a year ago. The economic report, which Craven virtually completed before hurrying to Havana three weeks ago, has not been made public yet but is almost in shape for presentation.

Revival of the languishing proposal to consider special regulations for chains appeared probable last week as McNinch promised the Commish soon will take up general rewriting of present regulations. The new chairman was disclosed to have called for a report from staff members concerning the resolution offered by resigned Vice-Chairman Irvin Stewart in Decem-

ber, 1935, directing the Broadcast Division to look into the need for a special code for webs. McNinch as picture as displayed over in action of the members ordered to ponder the chain situation.

As had been predicted, the Broadcast Division at its final session Tuesday (9) failed to take action on a host of applications of major importance which present serious policy problems. Side-stepping further delayed several requests for construction permits and power boosts, along with pleas for authority to lease and sell stations.

Heavily Burdened

Administrative responsibilities which have burdened him since he took the helm early in October will prevent McNinch from giving much consideration to the broad question of policy which must be cleared up as part of the campaign to improve the Commish. Chairman cannot see how he can make the necessary research for some weeks into such controversial topics as whether multiple ownership should be banned, whether newspapers should be restricted from acquiring stations, whether prices paid for existing plants should be limited to the depreciated physical worth or placed on some other hard and fast basis, whether higher program standards should be imposed, and whether regulation of rate cards and station finances should be attempted.

In all of these vital issues, McNinch is showing a lively interest which is largely responsible for the Broadcast Division's failure to act on dozens of applications which have been in the mill for weeks. Until he can find time to acquaint himself with all background, the chairman will be unable to prepare to vote.

Alabama Gov. Firesiding

Montgomery, Ala., Nov. 16. Gov. Bibb Graves has borrowed an idea from the President and carded a series of fireside chats for the citizens of the state.

Linkup of stations has been promoted for the talks that includes WAFI and WSGN, Birmingham; WALA, Mobile; WBY, Gadsden; WBHP, Huntsville. WSPA, here in the state cap, feeds.

No Comment

Washington, Nov. 16. Pending receipt and mulling of the letter, no comment was forthcoming from the commission concerning McFarlane's face-reddening inquiry. The two members particularly involved—Judge Sykes and Col. Brown—were especially reluctant to discuss the apparent inconsistency in policy.

With explanation they have not seen the communication, Sykes and Brown said they did not care to engage in any discussion of the 1932 precedent and the continuing decision regarding Payne. Col. Brown was unable to recall any incident in which his qualifications to participate in proceedings of the old Commission ever were challenged, but observed that if such attack was made the reason presumably was his previous service as general counsel.

There was no comment from Chairman McNinch, who wants to talk the proposition over with his colleagues before making any reply to McFarlane or voicing any public statement. He seemed unaware, however, of the precedent which the Texan is having trouble reconciling with the F.C.C.'s stand in the Payne matter. Whether the commission response to its congressional critic will be released to the press will be determined later, McNinch said.

SMITH-SEGAL ECHOES ARE SOUR

Washington, Nov. 16. First of expected repercussions from the Segal-Smith disbarment proceeding became audible last week when Congressional brick-throwing put the Federal Communications Commission on the defensive again.

Fire was directed at Commissioner Eugene E. Sykes and Thad H. Brown as aftermath of the decision to oust Commissioner George Henry Payne from the trial upon motion of defense attorneys. At outset of the recent hearing on charges of malpractice, Payne was removed by a unanimous vote of five colleagues after he had been accused of bias and prejudice against the respondent barristers, George S. Smith and Paul M. Segal.

Putting Chairman Frank R. McNinch, as well as Sykes and Brown in a decidedly uncomfortable position, Congressman William D. McFarlane, one of the most energetic Commish attackers, asked for an explanation of the reasons for refusing to allow Payne to sit in judgment on the unethical conduct citation. Lawmaker raised the question of the Commission's authority to entertain the disqualification motion.

Stinger in the Texas Congressman's inquiry is a reminder to the F.C.C. that in a comparable proceeding before the old Radio Commission the Courts sustained a refusal to unseat Commissioner Brown in a quasi-judicial proceeding. McFarlane put the proposition up to Brown and the other F.C.C. veteran of service with the predecessor body, Judge Sykes, asking them to reconcile their stand on Payne with the record in the case of WNYC versus Knickerbocker Broadcasting Co.

While lawyers are not unanimous on the propriety of the Commish decision on Payne, the letter of the Representative's hands a hot poker to the Commission. McFarlane pointed out that records show that the F.R.C. overruled objections to Brown's listening to oral argument five and one-half years ago, despite strong objections to his presence on the bench. The action was significant, McFarlane suggests, in view of the fact that WNYC's request for better facilities was turned down by a 3 to 2 vote with Brown reputedly providing the deciding ballot.

Memory Lapses?

'I will greatly appreciate your informing me if Commissioners Brown or Sykes, members of the Commission at the time this decision was made and therefore personally conversant with such decision, ever

'PUBLIC SERVICE' RUINED

Washington, Nov. 16. Shutdown of WOL, 100-watter, because of sit-down strike last week seriously inconvenienced many dial-twisters. Chief victims of cessation of service were the race followers and numbers game players, although many other members of the regular audience called to protest against the silence.

Shutout of WOL, 100-watter, because of sit-down strike last week seriously inconvenienced many dial-twisters. Chief victims of cessation of service were the race followers and numbers game players, although many other members of the regular audience called to protest against the silence.

WATERTOWN HEADACHE TEMPORARILY ALLAYED

Washington, Nov. 16. Behind-scenes agreement between the Federal Communications Commission and Black River Valley Broadcasters, insuring that no move will be made to upset status quo in the headachetown, N. Y., cases, has caused grumbling which threatens to catapult the government agency into more hot water.

When Black-River sought a permanent injunction preventing the Commish from carrying out decision to hold consolidated new hearings on three applications for Watertown facilities, government counsel stipulated that no action would be taken in the matter until the courts had ruled. In return for the F.C.C. promise, lawyers for the applicant promised not to seek a temporary injunction.

Understanding is liable to boom-erang if the Black River request for a stopper takes much more time. Rival candidates—Watertown Broadcasting Co. and Watertown Times—are growing impatient for a chance to present their cases before an examiner and may ask the courts to issue a mandamus shortening the F.C.C. stall. In this event, the Commish barristers would be red-faced, since counsel for one of the other parties never was consulted about the stipulation to let matters drift.

Tacoma Radio Ambition

Tacoma, Nov. 16. Tacoma Broadcasters, Inc., is the name of a new local incorporation which announces it will engage in the broadcasting business. Local business men forming the company are composed of Harold A. Allen, C. C. Cavanaugh and E. M. Hayden. The incorporation papers were filed with secretary of state Hutchinson last week.

Mike Mingo, former managing editor of the Tacoma Daily Ledger, now suspended, has made application for a permit to operate a broadcasting station here.

Called this decision to the attention of the (Communications) Commission when your Commission had under consideration the protest of those representing Segal and Smith against the participation of Commissioner Payne in this case, McFarlane said.

Direct presentation of legal issue which has enraged barristers since the Segal-Smith trial started was made by the Texan. He asked the Commission to inform him where there is any provision of law under which a Commission member can be barred from fully participating in any action before the F.C.C. There is considerable controversy over this precise point, with many legalites who personally dislike Payne doubting if there is any precedent under which the ouster decision can be defended.

Veiled warning that the Commish will be the target for more rocks in the event the cited lawyers was found in McFarlane's inquiry. The leader of the Congressional bloc seeking an investigation of broadcasting pointed out that Payne had taken the lead in preparing the case and asked whether his removal 'did not materially help those charged with crookedness and deception.'

With final determination of the case held up by the absence of Commissioner T.A.M. Craven, the Commish hopes to reach its decision this week on suspension of Segal and Smith from further practice. McFarlane asked when a finding could be expected, observing that testimony taking ended a fortnight before his letter. If Craven can carry out plans to slip away from the Havana conference for a couple of days this week, Commish expects to hold a special session to weigh the evidence against the cited attorneys.

WXYZ Repeats; 'Hornet' Hookups Like 'Ranger'

Detroit, Nov. 16. Unique commercial setup on WXYZ's 'Lone Ranger' serial, whereby western drama is fed to 23 widely scattered stations under six separate sponsors, is going to be duplicated for station's 'Green Hornet' mystery serial now carried over WXYZ, Michigan web, and WSPD, Toledo, under Detroit Creamery's banner.

Details of the 'Hornet' setup are being worked out by H. Allen Campbell, general manager of King-Trendle broadcasting interests, and by first of February it's quite definite station hookup for this half-hour serial will approximate 'Ranger's' present indie chain.

Ultimate sponsors, now included among a raft of bidders, will likely be food manufacturers, such as now bankroll 'Ranger' airings. Idea being that they're usually more able to blanket a wider area with their products. Campbell at present is looking into ways whereby 'Hornet' can be fed advantageously, and still keep it a live talent show. Latter point is one of more important details, he believes, if serial is to keep alive and progress.

Since 'Hornet' is aired on alternating nights with half-hour 'Ranger' program, it's probable almost identical indie hookup will be arranged for mystery drama. Most of the inquiries on extension of the 'Hornet' setup, in fact, are from stations and potential sponsors located in present areas covered by 'Ranger'.

Present Deals

While the 'Hornet' details are being worked out, the 'Ranger' serial itself figures also to expand outlets. Negotiations at present are on for feeding the drama to the Omaha and Des Moines areas, as well as to Pittsburgh and New England.

At present 'Ranger' is going out three weekly over WXYZ, WOL, Newark, WSPD, Toledo, WGN, Chicago, under banner of Gordon Baking Co., which has been sponsoring program since Nov., 1933, when it led to formation of Mutual system; over WFIL, Philadelphia, under V Bev Beverages, which is set to exercise its option on Pittsburgh and New England; WSYR, Syracuse, WNEB, Binghamton, and WESG, Elmira, N. Y., for Cortland Bakeries Co.; the Southern California Don Lee web for Western Bakeries; the Northern Calif. Lee net for Kilpatrick Bakeries, and in Portland, Ore., for United States Bakery Co.

Both dramas are written by Fran Striker, produced in WXYZ's studios here and enacted by WXYZ Players under James Jewell. Rights for 'Ranger' flickers were recently obtained by Republic for one feature and series of serials, first of which will be released, in early spring.

WCAU Stunt Blows Up

Philadelphia, Nov. 16. Giant promotion stunt planned by WCAU was nixed by Philly Board of Education last Friday (12). Station was setting an all-star post-season football game between public and parochial school teams.

Doc Levy, WCAU prez, was prepared to foot the bill. Mayor Wilson had contributed Philly Municipal Stadium, seating more than 100,000. It was planned to admit all school kids free. Philadelphia Rapid Transit officials were preparing for up to 400,000 spectators.

Everything was set with Catholic school officials. But public school execs objected to post-season tilts and refused necessary permish. Coaches and newspapermen were to get together to choose all-Catholic and all-Public league teams.

In Baltimore, it's
WFB
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.



The primary area of WHIO, with its two million population, is big enough to produce quantity profitable sales for any product... but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

• (Daytime—5000W)

THE TEST STATION
OF THE NATION
DAYTON OHIO

Nat. Representative JOHN B. HARRIS



WATCHING 'SPONSORED FUN'

M'NINCH FAMILIAR WITH 'PARTIES'

Latest Press Conference by F.C.C. Chairman Marked by Further Candor—Admits That Bad Habits Are Deep-Rooted

PLUGGING HOLES

Washington, Nov. 16. 'Sponsored fun' drew an inferential rebuke from Chairman Frank McNinch of the F.C.C. last week. His allusions, while carefully worded, were not lost upon the Washingtonians in whose mouths butter is currently displaying its well known melting characteristics.

McNinch showed by his allusion that he knows how the boys—and the girls—work. Roots of the radio mess that is causing the Administration a lot of trouble and McNinch himself a lot of work go down deep and pull up hard. McNinch showed he knows the dodges, the artifices and the beautiful simplicity of private telephones in private homes.

Conceding frankly that his measures will not guarantee 100% freedom from interference by fixers and lobbyists, Chairman Frank R. McNinch laid down stiff rules which put the staff on the spot and focused spotlight of publicity on axe-grinders. Persons who try to steer the Commission in deciding cases will be advertised regardless of their

The Lawyers Win!

Washington, Nov. 16. More and longer hearings are expected by radio attorneys as result of procedural changes adopted last week by Federal Communications Commission. Rises in the cost of Washington representation are expected to hit broadcasters as a consequence of the new orders. Bill for legal fees is very likely to go up with hearings dragged out and more work involved in prosecuting applications.

identity, political connections, or objective.

Chief point involved in Order No. 25, which locks the back door, is that views of applicants, their attorneys, their political friends, and any other outsiders must be transmitted to the Commission in public. After the formal record is closed, the F.C.C. will not tolerate stealthy submission of information which might have a bearing on decisions. Any staff member who allows himself to be approached is in danger of dismissal.

Raps 'Off-the-Record'

Asserting that the Commission intends to live in a glass house, McNinch denounced the practice of off-the-record conferences with members and subordinates concerning pending matters. The custom of making suggestions, requests or recommendations—by either parties not of interest or those officially participating—is to be rooted out, he promised.

The Communications Commission is an independent Commission created by the Congress, to which has been delegated important and far-reaching powers, administrative, legislative, and quasi-judicial,' he said. For anyone to make a request or suggestion to a Commissioner or staff member touching any pending quasi-

judicial matter, or for anyone to respond to any such request which is not a part of the public record in the case does violence to the true conception of how an independent Commission should exercise its quasi-judicial function. This observation is not applicable to purely administrative matters, nor does it have reference to inquiries which have to do with the status of a particular case, the reasons for the delay in handling, if there has been delay, as to whether a particular matter will be set down for hearing, and the probable or fixed date made for such hearing and similar inquiries. Such inquiries are not only proper but are welcomed by the Commission and will receive prompt attention. The answer to such questions can be made promptly and accurately by the Secretary to the Commission.

Appeal for Support

'To all who desire that the Commission conduct its affairs in a manner that will best serve the interests of the public and reflect credit upon the Commission and Congress, frank appeal is made for the support of the Commission of carrying out the purposes to be effected.'

'Good Old Days' Ended?

Integral part of the plan to drag all aspects of Commission business into the open is another sensational departure from previous routine. Henceforth, the Commission will send weekly notices to all members of Congress, state governors and every public utility or other regulatory body a summary of all work done and scheduled. The report will include orders issued, applications filed, and hearings planned. Through this means, outsiders most likely to be interested will have ample chance to submit whatever information they have on any item of pending business, in conformity with the plan to open up hearings to everybody concerned. McNinch is convinced this procedure will aid the Commission in settling matters in accordance with

'Service' on Upbeat

Seattle, Nov. 16.

Seattle is typical of dozens of cities in the United States at the moment. All of the radio stations are willing, nay eager, to donate time to civic, educational and similar organizations.

Far from waiting for requests to come in, stations go after groups, propose tie-ups, and co-operate enthusiastically. All are anxious to build up a thick file of 'public service.'

One hears rumors of Federal Communications Commission checkers quietly at work on this phase.

the public interest requirements of the Communications Act.

'Breach of Duty'

Adopting stern attitude, McNinch said he will consider it a 'very grave breach of duty' for any member of the staff to co-operate in circumventing the orders. Subordinates who may be contacted directly, either while on the job or through some other means, are expected to report the incident.

The procedure will apply to members of Congress and political bosses. McNinch averred, striking at one of the worst practices which has brought criticism in the past. Legislators with a pertinent interest will be allowed to transmit any views they have to the Commission, he explained, but will not be allowed to lobby on the spot.

Certain loopholes exist, McNinch agreed when explaining the purpose of his reform. He admitted readily there is nothing the Commission can do to prevent an attorney, a fixer, or anyone else from making telephone calls to the home of examiners, engineers, lawyers, or Commissioners or to stop outsiders from

walking into Commish offices to talk over pending business. But any individual who falls under obligation to outsiders is liable to severe punishment, he observed, hinting that he will not approve of poker parties, drinking bouts, and other social contacts.

—The order was followed up by a verbal lecture on ethics to key members of the Commission staff. While McNinch denied that he laced employees for past 'corruption,' he called several department heads on the carpet and declared he has seen indications that there have been indiscretions and even more serious offenses in the past. According to various individuals who witnessed the dressing-down, he screamed particularly about the intimacy between Commission help and the radio lawyers. Too much comradeship will be frowned on in the future.

Private advice to broadcasters by Commission attachées is not forbidden by the reform orders. McNinch said he would not prohibit licensees or applicants from conferring with engineering or legal staffs about details of cases or their own operations, although he expects the F. C. C. personnel to be scrupulous about such contacts. The 'good faith' of the staff is expected in this connection, he commented.

Additional moves to change the previously existing hush-hush attitude are in prospect. McNinch said he is considering some more steps which will counteract the undercover relations between the Commission and the industry, as well as more innovations in procedure. One of the latter may be a practice of making public more inter-office communications which have a bearing on the way business is transacted. While he thinks memoranda prepared by various subdivisions should be confidential, he indicated sympathy for the idea of publishing recommendations that various matters be set down for hearing.



Transamerican announces a new Coast facility for advertisers who desire the most listeners in the most important markets at the lowest cost.

Programs with that "Hollywood touch" may now be originated directly at the source.

California Radio System

KFWB Hollywood

KFBK Sacramento

KYA San Francisco

KMJ Fresno

KWG Stockton

KERN Bakersfield

KOH Reno

SOLE SELLING AGENTS

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.

JOHN L. CLARK, President

Complete Broadcasting Facilities Wired and Transcribed

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521 Fifth Avenue
MUrray Hill 6-2370

CHICAGO
333 North Michigan Avenue
STATE 0366

HOLLYWOOD
5833 Fernwood Avenue
Hollywood 5315

Sullivan's Runaround For 'Men Only' Chore

Cincinnati, Nov. 16.

Paul Sullivan, news commentator of WLW, is piling up a mileage record in broadcasting for his part in the Vitalis 'Men Only' stint, a Monday night quarter-hour program originating at WHN, New York City, that has been running for close to 26 weeks.

To do a three-minute chore in the show, Sullivan travels by train each week-end to Manhattan, leaving here Saturday midnight and returning Tuesday afternoon. For the 26-week stretch he will have traveled a total of 22,400 miles and put in 910 hours on trains. The trip one way is 430 miles and occupies 17 hours and 30 minutes.

While in N. Y. C., Sullivan does his Sunday 11 to 11:15 p.m. newscast on WLW for the Commentator Magazine, fills his regular 6:30 to 6:45 p.m. news spot on WSAI, Crowley's smallie here, Sunday and Monday for Capitol Bargy dealers; his regular Monday 11 to 11:15 p.m. news period on WLW for the Penn Tobacco Co., Wilkes-Barre, Pa., blurring Kentucky Club tobacco. These blasts feed through the WLW Line.

Imperial Tobacco Co., Ltd.
OF CANADA, Presents

KEN SISSON

DIRECTOR

"Canada, 1937"

With a 30-piece orchestra, 16-voice choir and soloists

Over a coast-to-coast network of Canadian Stations

Fridays, 10 to 10:45 P.M., E.S.T.

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AND HIS
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JOSEF CHERNIAVSKY

"The Musical Cameraman"

Is Presented by

WOR-MUTUAL

Every Thursday

Coast-to-Coast

8 to 8:30 P.M.

THE O'NEILLS

By JANE WEST

NOW RADIO'S MOST POPULAR

FAMILY BRINGS YOU MORE

LAUGHTER TEARS AND HEART-THROBS

Presented by Ivory Soap 99% pure

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NBC Red Network, Mon. to Fri. 3:45 p.m. EST

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Dir. COMPTON ADVERTISING AGENCY

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F.C.C.'S WASHINGTON DOCKET

DECISIONS

Washington, Nov. 16.

Alabama: Mittelo Franklin Mobile, Anniston, application for new daytime station to be operated on 1420 kc with 100 watts dismissed at request of applicant.

Alaska: KGBU, Ketchikan, present license extended on temporary basis for the period ending Dec. 1; pending action on request for renewal.

California: KFBK, McClatchy Broadcasting Company, Sacramento, granted special experimental authority to operate regular broadcasting transmitter for experimental transmission facsimile signals, 12 midnight to 6 a.m., PST, using 5 kw on 1490 kc; KJM, McClatchy Broadcasting Co., Sacramento, granted special experimental authority to operate regular broadcast transmitter for experimental transmission facsimile signals from 12 midnight to 6 a.m., PST, with 1 kw on 580 kc; General Electric Co., near Belmont, granted new international broadcast station to be operated on 9530 and 15330 kc with 20 kw, commiss sustaining Examiner George H. Hill.

Connecticut: WDRC, Inc., area of Hartford, granted new relay station to be operated on 39,700, 39,900, 40,800 and 41,400 kc with 15 watts.

Florida: WJNO, West Palm Beach, application for change in frequency from 1200 to 1350 kc, power boost from 100 watts to 1 kw, dismissed at applicant's request; WDAE, Tampa Times Co., Tampa, application for night power boost from 1 to 5 kw dismissed at applicant's request.

Illinois: W9XAA, Chicago Federation of Labor, York Township, present license extended on a temporary basis only to Dec. 1, pending receipt of action on renewal application; Key City Broadcasting Co., Kankakee, denied new station to be operated on 1500 kc with 100 watts, Examiner Tyler Berry upheld; Robert Raymond McCulla, Oak Park, denied new station to be operated days on 1500 kc with 100 watts, Commiss sustaining Examiner Berry; Mutual Broadcasting System, Inc., Chicago, granted extension of authority from Dec. 1 to June 1, 1938, to exchange programs with Canadian station CKLW, Windsor, Ont., through Telegraph Office Canadian Pacific Railway at Windsor with Canadian Broadcasting Corp., through facilities of American Telephone and Telegraph Co.

Indiana: WGRG, New Albany, granted renewal of license to Jan. 1, 1938.

Louisiana: WJBO, Baton Rouge, granted renewal of license to April 1.

Massachusetts: WCOP, Boston, denied motion to dismiss without prejudice application specifying operating assignment of 1130 kc with 500 watts limited, which has been heard and reported; WIXAL, World Wide Broadcasting Corp., Boston, present license extended on a temporary basis only to Dec. 1, pending action on renewal application; John W. Haigis, Greenfield, granted new station to be operated daytimes on 1210 kc with 250 watts (petition to sustain examiner's recommendation dismissed), Commiss supporting Examiner Tyler Berry.

Minnesota: Arthur H. Croghan, Minneapolis, denied new station to be operated on 1210 kc with 100 watts, commiss sustaining Examiner Melvin H. Dalberg.

Mississippi: Charles F. Engle, Natchez, granted request for leave to withdraw without prejudice application for new station to be operated on 1210 kc with 100 watts nights, 250 watts days.

Missouri: Charles Porter and Edward T. Eversole, Festus, denied new daytime station to be operated on 1420 kc with 100 watts, Examiner P. W. Seward reversed; Don M. Lidenton and A. L. McCarthy, Poplar Bluff, granted new station to be operated daytimes on 1310 kc with 100 watts, Commiss upholding Examiner Robert L. Irwin.

New Hampshire: WFEA, Manchester, granted license renewal on a temporary basis subject to action taken on renewal application and on petition of WSPD, Toledo, Ohio, opposing granting of request.

New Jersey: W2XBT, National Broadcasting Co., Inc., vicinity of Camden and New York, granted new television station to be operated on frequencies 9200 and 17500-180000 kc on an experimental basis (power-visual transmitter 400 watts, aural transmitter 100 watts); W3XAL, National Broadcasting Co., Inc., Bound Brook, granted renewal of international broadcast experimental license; WHOM, New Jersey Broadcasting Corp., Jersey City, denied permission to install new transmitter and increase day power from 250 watts to 1 kw, Examiner Hyde sustained.

New York: WBNX, New York, denied petition to re-

WBIG, Greensboro, N. C., carrying stout lineup of local orches on sustaining, including outfalls of Lew Gogerty, Jack Wardlow, Joe Webster and Duke Barron.

consider and grant without hearing application to increase day power from 1 to 5 kw and make changes in equipment; WBBK, Brooklyn Broadcasting Corp., Brooklyn, and WJWV, Paramount Broadcasting Corp., Brooklyn, granted temporary license renewals to May 1, subject to the order of the U. S. Court of Appeals for the District of Columbia in the case of Debs Memorial Radio Fund, Inc. (WEVD) vs. F. C. C., and the Brooklyn Daily Eagle Broadcasting Co., Inc., vs. F. C. C.; WOKO, WOKO, Inc., Albany, present license extended on a temporary basis to Dec. 1, pending action on renewal application; WBNX, New York, granted renewal of license for the period Nov. 1 to May 1, 1938.

Ohio: WBNB, Columbus, granted increase in power from 500 watts nights, 1 kw days to 1 kw nights, 5 kw days, installation of directional antenna for night use and new transmitter.

Pennsylvania: WPEN, WRAX, WRAX Broadcasting Co., Philadelphia, granted extension special temporary authority to increase power to 1 kw nights, in order to counteract interference caused by station CMX, Havana, WVI, Detroit, and KPRC, Houston, to Nov. 29.

South Dakota: KGDY, Huron, granted renewal of license on temporary basis, subject to Commiss action on pending application; KABR, Aberdeen Broadcast Co., Aberdeen, granted frequency change from 1420 to 1390 kc, juice jump from 100 watts to 500 watts nights, 1 kw days, Commiss supporting Examiner Hyde.

Tennessee: National Life & Accident Insurance Co., Inc., Nashville, granted new experimental broadcast station operating on frequencies 30000, 33000 and 36000 kc with 15 watts.

Texas: Valley Publishing Co., Harlingen, application for new station to be operated on 1200 kc with 100 watts nights, 250 watts days, denied as in cases of default for failure to file an appearance.

Virginia: S. L. Slover Corp., Norfolk, application for new station to be operated on 1370 kc with 100 watts nights, 250 watts days, dismissed at applicant's request.

SET FOR HEARING

Louisiana: WJBO, Baton Rouge, boost power from 500 watts to 1 kw, except from 8 to 9 p.m. Mondays.

Michigan: Thumb Broadcasting Co., Sandusky, new station to be operated on 950 kc with 500 watts nights, 1 kw days.

Nebraska: Great Western Broadcasting Co., Omaha, new station to be operated on 1500 kc with 100 watts.

New York: WKBW, Buffalo, make changes in equipment, jump juice from 5 to 10 kw (present license transmitter of WGR to be used as main transmitter of WKBW).

Oklahoma: KOMA, Oklahoma City, install new equipment and vertical radiator and increase power from 5 to 10 kw.

South Carolina: Y. W. Scarborough and J. W. Orvin, Charleston, new station to be operated on 1210 kc with 100 watts nights, 250 watts days; Greater Greenwood Broadcasting station, Greenwood, new station to be operated on 1420 kc with 100 watts nights, 250 watts days.

Texas: Amarillo Broadcasting Corp., Amarillo, new station to be operated on 1500 kc with 100 watts.

Virginia: Colonial Broadcasting Corp., Norfolk, new station to be operated on 1370 kc with 100 watts nights, 250 watts days.

Washington: KUJ, Walla Walla, change frequency from 1370 to 580 kc, boost power from 100 to 250 watts.

West Virginia: Joe L. Smith, Jr., Beckley, new station to be operated on 1210 kc with 100 watts nights, 250 watts days.

Wisconsin: Madison Broadcasting Co., Madison, new station to be operated on 1450 kc with 250 watts, using directional antenna system for day and night operation; WISN, Hearst Radio, Inc., Milwaukee, juice-jump from 250 watts to 1 kw, daytime operation.

NEW APPLICATIONS

Alabama: S. B. Quigley, Mobile, new station to be operated days only on 1200 kc with 100 watts; WBBB, Selma Broadcasting Co., Inc., authority to transfer control of corporation from G. W. Covington, Jr., J. C. Hughes and J. S. Allen, to H. A. Shuman, 60 shares common stock, and to S. A. Cislser, 60 shares common stock.

Arizona: KVOA, Tucson, transfer of control of corporation from Albert Steinfeld & Co. to KTAR Broadcasting Co. (KTAR, Phoenix), 1503 shares common stock.

Here and There

Jack Van Volkenburg and Frank Faulkner duking the Chicago Columbia-WBBM corridors for some north Michigan deer-sniping with Leo Fitzpatrick.

Jane Scott, Les Atlass' sec, steps over to the other side of the fence, joining Benton & Bowles' new layout in Chi.

Ros Metzger, Ruthrauff & Ryan radio chief in Chi, to St. Louis to eye some R. & R. ether activities.

Sidney Strots, Chi NBC Artist Service manager, shooting at ducks all this week.

'Lights Out', NBC midnight sustainer, switches Chicago outlet from WENR to WCFL.

Emmors C. Carlson, NBC sales promoter for Chicago speling at luncheons around town.

Edward B. Latimer, formerly program director at WBNF, Bling-

PEDDLES N.A.B. DISCS TO PHILLY STATIONS

Philadelphia, Nov. 16. Salesman for National Association of Broadcasters' transcription service was in town during the past week canvassing local stations.

He was peddling a full kit of discs carrying public domain music. Discs are sold, not rented or leased as by other transcription makers.

WDAS understood to have bought a quantity of the platters.

hamton, N. Y., now with Federal radio project directing 'Men of Art' series on WHN, N. Y., and playing lead in 'Tish' dramatizations over CBS.

Richard Post, formerly of WCCO announcing staff, switching to WBBM-CBS, Chicago.

Louis Farrar has quit as chief announcer at WFSB, Montgomery, Ala. Replacing is Earl Caton, Jr., formerly with WAIM, Anderson, S. C.

WARD Transmitter Site Tangled by Estate

Possible that station WARD, in Brooklyn, may have to move its transmitter, located in Long Island City to another location if difficulty with present property owners cannot be straightened out.

Death of original landlord recently put property in hands of his estate which has had a disagreement with station operator Rabbi Kronenberg. Matter should be settled one way or another in about a week.

Small Station's Break

Wingham, Ont., Nov. 16.

Cameron Geddes, the international concert baritone, was forced to stop over in Wingham after his car became involved in a motor smashup. CKNX prevailed on the singer to do a cufo program while waiting around Wingham. Geddes, who was en route to Toronto for an engagement, is easily the top-rating performer ever to do a live show over the local station.

Opens Montreal Office

Montreal, Nov. 16.

Northern Broadcasting Co. has opened a Montreal office to locally contact for sales. Company operates three outlying stations, CKGB, Timmins; CJKL, Kirkland Lake; CFCH, North Bay.

Don Bassett, who formerly bossed Northern's Toronto office, is in charge of the new sales setup here.

WENDELL HALL

—Radio Results—
EVEREADY BATTERIES
WRIGHT GUN
MAJESTIC RADIOS
SHELL OIL
FITCH SHAMPOO
GILLETTE SAFORS
Address: 4351 N. Paulina St.
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JOE RINES

AND HIS ORCHESTRA
GRUEN WATCH PROGRAM
SUNDAYS, NBC Red, 5:30-6 P.M.
FRENCH CASINO
NEW YORK
Brunswick Records

frankie masters

Donna Dae
College Inn, Chicago
HOUSEHOLD FINANCE
PROGRAM

GUS VAN

STAGE - SCREEN - RADIO
Central Booking Office, Inc.
54 W. Randolph St., Chicago, Ill.

THE KING'S JESTERS

AND THEIR ORCHESTRA
with MARJORIE WHITNEY-
BLUE FOUNTAIN ROOM
HOTEL LAFAYETTE, CHICAGO
Dir.: Consolidated Radio Artists, Inc.

THE SMOOTHIES

BABS - CHARLIE - LITTLE
Second Year for Tums
W.T.W. and NBC Red, Coast-to-Coast
Tues.-Thurs., 7:15 P.M., E.S.T.

Co-axial Cable Called Visio's Bump-Jumper

Philadelphia, Nov. 16. First public demonstration of the co-axial cable was given here for a group of newspapermen and phone company execs last Wednesday (10). Cable, developed by Bell Telephone labs, is the first successful means by which television can be sent more than 25 miles, which is its natural limit.

Clear reproduction of a Paramount newsreel run through a projector in New York was viewed on a seven-by-eight inch screen in Bell Telephone offices here. Pix were transmitted not through the air, but through the new cable, which, in effect, takes a million cycle band of ether and compresses it into a half-inch piece of copper wire.

E. M. Strieby, Bell engineer who developed the cable, said tests have now conclusively proved that it will probably never be possible to send visio pix through the air more than 25 miles, as they travel in a straight line and thus leap off the earth at the horizon.

That is why the new cable is so important. It makes possible transmission of pix over any distance and opens the way to nationwide visio shows, just the way ordinary wires are used for coast to coast broadcasts. Strieby said last week's demonstration was only to show that American Telephone & Telegraph is ready with its part of the television set-up when the developers of sending and receiving apparatus are fully prepared with theirs. He indicated that he didn't look for that for a long time.

Cable now in use between Philly and New York is capable of carrying pix of only 240-line definition, for it is only of a million cycle width. Strieby said, however, it will be jumped shortly to two million cycles, capable of carrying 340-line definition. No change need be made in the cable itself for this. Only the number of autotune repeaters between here and New York needs to be increased. There are 10 now. By further increase in the repeaters the cable can be still further stepped up to handle the now-standard 441-line definition visio pix. This requires three million cycles.

Rockefeller's \$69,000 For Educational Study Of Air by Ohio State

Columbus, Nov. 16. With a \$69,000 grant from the Rockefeller Foundation's General Education Board to draw on for the next two years, Ohio State University will survey radio broadcasts for schools with a view to figuring out what pupils can be expected to gain from them and what techniques and types of programs are most effective. University had asked for \$172,000 and five years. Work will be reviewed after two years, with the remainder of the money, and three more years to follow if results are okay.

Evaluation staff is directed by I. Keith Tyler, research assistant in radio division of Ohio State Bureau of Educational Research. J. Wayne Wrightstone, formerly of Teachers' College, Columbia U., is associate director.

Research will be carried on in three fields under three research associates. Norman Woelfel, former editor of Social Frontiers, will supervise the field of social studies; Louis Heil from Ohio University, will delve into programs devoted to science; and Alton O'Brien, who came here from the University of Minnesota, will work in the field of arts (English and music). Each will also have a graduate student as research assistant.

Plan is to set up four experimental centers in New York area, California area, Chicago area and the Cleveland or Detroit area. Broadcasters and teachers will be called in to joint conferences for the purpose of determining the why and wherefore and the where-do-we-go-from-here of educational broadcasts.

Samuel R. Rosenbaum, prez of WFIL, reappointed member of the Pennsylvania Banking Board by Governor Earle.

RICHMOND'S 4TH STATION

WPHR, Petersburg, Now Is WRNL—Same Staff

Richmond, Nov. 16. Fourth station for this city became reality Sunday with WRNL making its official bow with brief dedicatory program originating from transmitter site. Station formerly headquartered in Petersburg, with call letters of WPHR. New arrival is owned by same outfit controlling the News Leader, evening sheet.

Station becomes key station for Virginia Broadcasting System. Others in regional are: WQW, Newport News; WBTV, Danville; WLVA, Lynchburg, and WCHV, Charlottesville.

Earl Sowers, who split time between promotion work for News Leader and managing WPHR, now devoting himself fully to WRNL and Va. Broadcasting System duties. Understood the entire WPHR personnel resuming with WRNL. Walter Selden is chief engineer; Theodore Chezik, assistant engineer; C. Alden Baker, sales manager; Marynelle Gutridge, music director and staff accompanist; Miss Blanche Moody, Wallace Stell, Edward Burch and Ned Williams.

Station operating on 500 watts until sunset. Has application in for a jump to 1,000. Also looking forward to time privileges.

John Stewart Bryan, publisher of News Leader, also has application with FCC for a station to replace WPHR, in Petersburg.

Pending completion of Richmond studios, in December, WRNL programs originating at transmitter site and from remote points.

WINS 'Voice of Mirror'; Air 'Necessary Adjunct' For Modern Newspaper

WINS, New York, will hereafter be 'the Voice of the Daily Mirror.' This supersedes the former tie-up with another Hearst paper, the Journal-American. Sunday comics of the latter will, however, continue to be exploited on WINS through 'Jolly Bill' Steinke.

Charles McCabe, publisher of the Mirror, made the statement in connection with the hookup that a modern newspaper must regard a radio station 'as a necessary adjunct.' WINS programs that hereafter will be identified with the Mirror include 'Mr. and Mrs. Reader' (Florence Maxwell, 'Louis Fehr'), 'The Globe Trotter' (J. Knox Gibble), Prudence Penny and a daily 5:45 sports review.

WPEN Anti-Lingual Move

Philadelphia, Nov. 16. WPEN, which recently came under ownership of John Traci, took its first step this week to clear its air of foreign language shows. Started at 2:30 to 4 p. m. daily participating program yesterday tagged '920 Club' (920 kilocycles). No foreign stuff accepted on it. Angelo Palange handles it.

Biondi Upped at CKA

Montreal, Nov. 16. Ferdinand Biondi is newly upped to assistant program director at station CKAC. He has been an announcer.

Televised Version of 'Journey's End' Handicapped by Small Sized Image

Reward

St. Louis, Nov. 16. Charley Stookey, who m.c.'s the 'Crack of Dawn' hillbilly program over KWK here daily at 6 a. m., lives on his farm 30 miles from the city. To reach the studio in time to line up his presentation Stookey arises at 3:30 a. m.

During the three years he has been with the station Stookey has driven more than 60,000 miles, worn out a couple of cars, but has never been late.

On Monday (8) Stookey signed a 52-week contract with Mutual to produce his own hillbilly show which will be heard over KWK and WGN.

Yoo-Hoo, Boss!

Philadelphia, Nov. 16. WIP staff passed teacher a big red apple last Thursday by turning out en masse to watch Major Edward A. Davies, U. S. Army Reserve Corps, march by in the Armistice Day parade. Major Davies was just named g. m. of WIP.

Gene Edwards, spieler named to staff at WDAS, Philly, month ago, has been named supe in charge of all nite programs.

London, Nov. 16.

First full length play to be televised was performed Thursday (11) when 'Journey's End' was produced at British Broadcasting Corp.'s Alexandra Palace studio. Original script, almost intact, consumed 80 minutes.

It was a most important effort in experimental visio here. Pictures of the main scene, an officer's trench dugout, were well defined and ran smoothly.

As in the past, main handicap was to secure sufficient action and movement in a one-foot-square screen and until larger reception apparatus is marketed television will suffer from this handicap. In several instances it was apparent that restricted space penalized the actors but despite these limitations they managed to give a fairly gripping performance.

WIND Adds Spielers

Chicago, Nov. 16. Two former chief announcers added to announcing staff of WIND here last week.

Carl Erickson came in from top announcing spot of WROK, Rockford, and Bruce Robertson from same at KXBY, Kansas City.

Crouch Puffs Leigh

Jim Crouch, formerly VARIETY rep in Greenville, S. C., is now established in Manhattan. Publicizing Douglas Leigh, the electric sign king.

VARIETY—Issue November 10, 1937. "Whole show is expertly produced and played . . . Bess Johnson a particular click . . . Seems well aimed to click with the desired public."

RADIO DAILY of November 3, 1937—"Hilltop House" is a warm, human interest serial with orphanage locale, well written and acted. Opening episode aroused immediate interest and sympathy."

MOTION PICTURE DAILY of November 2, 1937—"An interesting script series. . . . It is human interest stuff."

'HILLTOP HOUSE'

With Bess Johnson, Carleton Young, Irene Hubbard, Jay Austin, John Moore, Janice Gilbert and Jimmy Donnelly

Serial

15 Mins.

PALMOLIVE

Mon.-Fri., 5:45 p. m.

WABC-CBS, New York

Coast-to-Coast—67 Stations

(Benton & Bowles)

"HILLTOP HOUSE"

Written by
ADELAIDE MARSTONE

Directed by
CARLO DE ANGELO

Presented by BENTON & BOWLES, INC.

Through the Offices of EDWARD WOLF

Wolf Associates, Inc.

RKO Bldg., New York

We greatly appreciate the many fine comments from press and public presentation of Palmolive's "Hilltop House"—our latest air drama starring Bess Johnson!
Ed Wolff

Disc Reviews

By Abel Green

Freddie Fisher and his Schnickel-fritters on Decca 1501 give out 'Baby Sittles at Me' and 'Nobody's Got the Blues But Me' in the corny-hot manner which first brought this Twin Cities hinterland band to attention, principally via the Decca disks, into a Warner Bros. \$25,000 contract. It's really old-school jazz, but commercial, and for those who want to be a bit ahead of the parade in disc-covering some new novelty on the wax, this is a good sample.

It's only fitting that Johnny Mercer interpret his own composition, 'Bob White (Whatcha Gonna Swing Tonight)', on Brunswick 7988 in the expert rhythm manner that he does. It's a peach of a rhythm tune and Mercer scats it in great style, with his orchestra which features himself vocally plus a mixed choir. Reverse is another characteristic Mercer piece, 'Jamboree Blues', and very solid Jackson.

Bing Crosby and Connie Boswell, with John Scott Trotter's orchestra for orchestral assistance, are solid senders with their vocalities of 'Bob White' and the old 'Basin Street Blues'. It's an extraordinarily finished waxing and a cinch best seller as Bing and Miss Boswell crosstalk the lyrics, supplemented by their own unique vocal accomplishments, Decca 1483.

George Jessel has an O. K. platter on Decca 1484 with his 'Hello, Momma' comedy monolog in two parts, which might well be extended into a series. The field is ripe for a novelty comedy disk as there hasn't been one in quite a spell.

Victor 25892-3-4-5 offers an octet of Tommy Dorseyiana that should satisfy his fans in every department. It runs the gamut of his modulated swing to the advanced jambo, 'Moanin' in the Mornin' and 'Down with Love' (E. Y. Harburg-Harold Arlen) are culled from 'Dorsey's White Heat' on the first platter. In sequence the others are 'Dipsy Doodle', Larry

Clinton's corking novelty, paired with a swing version of Jerome Kern's now classic 'Who? Getting Some Fun Out of Life' backed by 'Mission By the Sea' (of the smoother general), and 'You're a Sweetheart', Par film title song, coupled with 'Nice Work If You Can Get It' (Gershwin) from the new Astaire film musical. In all Edythe Wright is featured vocally, and in all that corking brass work is the orchestral feature of the Dorsey brand of dancipation. Jack Leonard also contris a vocal assist.

Pleanty of novelty dance waxing. Ben Pollack's Pick-a-Rib Boys show how with 'The Snake Charmer' (Leonard Whitecup and Teddy Powell's novelty) and 'I'm in My Glory'. Percy Mann vocalizing, on Decca 1488. 'Mamma, I Wanna Make Rhythm', and 'Have You Ever Been in Heaven', two from 'Manhattan Merry-Go-Round', featured Frances Hunt vocally and the advanced Pollack swing in general.

More Swing

Art Shaw and his New Music (Brunswick 7986) show how with 'A Strange Loneliness' and 'Let 'Er Go, Dolores O'Neil vocalizing. From England, Ambrose and his Orchestra interpret two of Raymond Scott's jazz classics, 'Toy Trumpet' and 'Powerhouse' on Decca 1485. Benny Goodman's Lionel Hampton, with his own combo on Victor 25899, do swing tricks with 'Judy' (Hoagy Carmichael's old tune) and 'Object of My Affection', wherein Hampton's vibraphone and voice are both featured. Willie Smith (The Lion) and his Cubs on Decca 1503 are quite ferocious with 'Honey-mooning on a Dime' and 'Achin' Hearted Blues'. Oneal Spencer vocalizing. Art Frank Froeba, a West 52d street post-graduate, tickles some wicked punch of keys, augmented by his own orchestra in interpreting 'Teardrops in My Heart' and 'Swiss Hill Billy' in a manner to edify the cats. Al Rink-

er's Trio vocalizes the latter, and Bill Barrell has 'Teardrops'. Rink is Mildred Bailey's brother and one of the original Paul Whiteman Rhythm Boys, with Bing Crosby and Harry Barris. Decca 1500.

And still more swing: Brunswick m8007 via Hudson-DeLange's advanced arrangements of 'Popcorn Man', their own sequel to 'Organ Grinder's Swing'. 'Goin' Haywire', another Will Hudson interpretation in jazz. The 'm' indicates this is a Master Record (Irving Mills) production for Brunswick release. Nan Wynn and a choir vocalize 'Popcorn Man'.

Duke Ellington's 'Crescendo in Blue' and 'Diminuendo in Blue' are two more distinguished original compositions by the No. 1 jazz maestro of the day, on Brunswick m8004 (another Master record, in other words), which should command lots of critical acclaim, and from the wax worshippers. They're instrumental interpretations with all the Ellingtonian niceties in arrangement and performance, although okay, for dance too.

Still more swing by Larry Clinton, the up 'n' coming new composer-arranger, who has been surrounded with critical dance team on Victor 25897. His original fox-trot novelties, 'Midnight in a Madhouse' and 'The Big Dipper' are fodder for the fators.

Chick Bullock and his Levee Loun'ers on Mel-tone 7-12-02 is smoother with 'I Owe You' and 'If It's the Last Thing I Do', Bullock also vocalizing.

Victor Lopez on Mel-tone 7-12-01 is likewise danceworthy with his two from 'Damsel in Distress' (Gershwin)—'A Foggy Day' and 'Nice Work If You Can Get It'. Bob Lytell has a nice vocal range and Johnny Morris, an old Lopez standby, is likewise effective with the lyrics.

Leo Reisman clicks with Cole Porter's 'Rosalee' excerpts on competitive label, doing the title song, and 'Close a Waltz, for Victor 25898', and for Brunswick 7985 Reisman has 'S.L. of the Night' and 'Who Knows?'. In all the ultra Reisman recording technique is distinctive and distinguished. He's now back on Victor as an exclusive artist.

Emery Deutsch is another smoothie on Br. 7987 with 'Love to Play a Love Scene' and 'I Want a New Romance', both out of Par's 'Love on Toast'. Sam Conkey and Barry Kane are an excellent vocal job, and Deutsch's own dancipation style is in the Waldorf manner.

Liekwise smooth and highly comical are 'Earl Vallee's' versions of the 'Rather Be Right' excerpts, 'Have You Met Miss Jones', and the title song (Rodgers and Hart), with the maestro self-vocalizing. 'Mission by the Sea' and 'When the Organ Played O Promise Me', are two pons, respectively, on Bluebird 7238-7226.

HOT PHILLY ELECTION

Tomei Has Two Rivals for Union Presidency

Philadelphia, Nov. 16. White hot election campaign now on at Musicians' Local, with three tickets in field for the first time in history. A. A. Tomei, present prez, faces terrific battle for re-election from Israel Saffron, a v.p. and violinist in the Earle theatre orch. Saffron is popular, but Tomei commands general respect for wage increases he has obtained and the fact that every Philly radio station now has a house band for first time in history. His enemy, however, has been too arbitrary and stubborn. No matter who wins, tickets are going to be badly split, with officers elected from all three. The third one is headed by Romeo Cella, former prez.

Running for v.p. are Joseph Levy, Glenn Coolidge, James Vallmer, and Morris Bokser. Ar. Rex Ricardi is up to succeed himself as secretary against Anthony Liuzzi and George Hartung, Assistant secretary Charles Saxton and treasurer Josephy Bosle have field to themselves.

Following are candidates for delegates to convention next June: Jack Pomerantz, Frank Nicoletta, A. Rex Ricardi, Michael Del-Angelo, Max Zehr, Bertram Comfort, Anthony Cochard, Oscar Moldover, William C. Kalitz, Dick Castilucci and Anthony Liuzzi.

There are 27 candidates for the six posts on the exec committee.

15 Best Sheet Music Sellers

Week ending Saturday, Nov. 13

Vieni Vieni	Witmark
Can't Stop Me from Dreaming	Remick
One Rose Left in My Heart	Shapiro
*Remember Me?	Witmark
Harbor Lights	Marlo
*Roses in December	Berlin
*That Old Feeling	Feist
Once in a While	Miller
*Moon Got in My Eyes	Select
So Many Memories	Shapiro
*Blossoms on Broadway	Famous
If It's the Last Thing I Do	Crawford
My Cabin of Dreams	Berlin
*Can I Forget You?	Chappell
*Have You Any Castles Baby?	Harms

* Indicates film musical song. † Indicates stage production song. The others are pops.

Best Record Sellers

(Week ending Saturday, Nov. 13.)

BLUEBIRD

- 1-'Foggy Day,' 'Nice Work If You Can Get It' (Shep Fields).
- 2-'You Can't Stop Me From Dreaming,' 'Big Apple' (Ozzie Nelson).
- 3-'Snake Charmer,' 'Dipsy Doodle' (Jerry Elson).
- 4-'Vieni Vieni,' 'Don't Play with Fire' (Rudy Vallee).
- 5-'In the Mission by the Sea,' 'When the Organ Played O Promise Me' (Rudy Vallee).

BRUNSWICK

- 1-'Popcorn Man,' 'Going Haywire' (Hudson-de Lange).
- 2-'Vieni Vieni,' 'In the Mission by Sea' (Heidt).
- 3-'Foggy Day,' 'I Can't Be Bothered by You' (Ray Noble).
- 4-'Nice Work If You Can Get It,' 'Things Are Looking Up' (Ray Noble).
- 5-'I'll Love You in My Dreams,' 'Bugle Call Rag' (Heidt).

DECCA

- 1-'Basin St. Blues,' 'Bob White' (Bing Crosby-Connie Boswell).
- 2-'Vieni Vieni,' 'Cielito Lindo' (Fio Rito).
- 3-'Gettin' Some Fun Out of Life,' 'Roses in December' (Dick Robertson orch).
- 4-'Why Can't We Do It Again,' 'With Love in My Heart' (Andy Kirk).
- 5-'Remember Me,' 'I Still Love to Kiss You Goodnight' (Bing Crosby).

VICTOR

- 1-'Dipsy Doodle,' 'Who?' (Tommy Dorsey).
- 2-'When Organ Played O Promise Me,' 'Ten Pretty Girls' (Lombardo).
- 3-'Joint Is Jumpin,' 'Hopeless Love Affair' (Fats Waller).
- 4-'Big Dipper,' 'Midnight in the Madhouse' (Larry Clinton orch).
- 5-'Once in a While,' 'If It's the Last Thing I Do' (Tommy Dorsey).

VOCALION

- 1-'Vieni Vieni,' 'Once in a While' (Bert Block orch).
- 2-'If You Were Someone Else,' 'After You' (Sammy Kaye).
- 3-'Right or Wrong,' 'Lovin' You' (Mildred Bailey orch).
- 4-'Trees,' 'What's Your Story' (Fletcher Henderson).
- 5-'Popcorn Man,' 'Doodle Doo Doo' (Kidoodlers).

Rosmer's Trio

Milton Roemer, former v.p. of Consolidated Radio Artists, has signed three bands to personal rep contracts.

Isham Jones, Jerry Blaine and Joe Rines, latter two former CRA bands, are now Roemer managed.

CONSOLIDATED EXECS LOSE DADS BY DEATH

Two top execs of CRA lost their fathers this week with death of James D. Green, father of Charles Green, in Marion, O., and that of father of Stan Zucker, v.p.

Zucker attended funeral in Cleveland, O., Nov. 16, while Green is en route from Hollywood to Marion for funeral today (Wednesday) of his parent.

Anson Weeks Grosses \$715 At Nebraska Casino

Anson Weeks totalled \$715 for the Turnpike Casino gate (\$), and was scaled at \$1.66 per couple advance, \$220 at the door. MCA bands have been making a neat impression on the patronage at the spot. Shep Fields being the next booked, Nov. 19. Ted Weems is on the slate for December.

Weeks was cued with the Nebraska-Kansas homecoming game. While here, he signed Jack Wells, KFAB singer, who will join him at the Trianon, Chicago, Dec. 1.

MILLS FALL FEATURES

A Tune-Terrific Score From the New COTTON CLUB KANAR SHE'S TALL! SHE'S TALL! SHE'S TERRIFIC! I'm Always in the Mood For You Harlem Bolero

Still the Season's Top Melody Moon At Sea

Will Hudson's Smash Sequel To "Organ Grinder's Swing" Popcorn Man

A New Jam-orous Hudson Hit Sophisticated Swing

I'm Just a Country Boy at Heart

England's New Ballad Hit THE GREATEST MISTAKE OF MY LIFE

MILLS MUSIC, INC. 1450 BROADWAY NEW YORK, N. Y.

ROBBINS offers— The Season's Outstanding Songs

The Great JIMMY McHUGH-HAROLD ADAMSON Score from RKO-Radio's "HITTING A NEW HIGH," Starring LILY PONS

LET'S GIVE LOVE ANOTHER CHANCE
THIS NEVER HAPPENED BEFORE
I HIT A NEW HIGH

GORDON and REVEL continue their epoch-making "Hit Parade" with two sure-fire songs from Eddie Cantor's 20th Century-Fox production, "ALI BABA GOES TO TOWN"

I'VE GOT MY HEART SET ON YOU
SWING IS HERE TO SWAY

3 proven hits by ARTHUR SCHWARTZ and ALBERT STILLMAN
YOU AND I KNOW
AN OLD FLAME NEVER DIES
GOOD-BYE JONAH

ROBBINS MUSIC CORPORATION

799 Seventh Avenue

New York

A SMASH HIT BY NICK KENNY THAT WILL LAST LONGER THAN "HOME ON THE RANGE"

THERE'S A GOLD MINE IN THE SKY

By NICK and CHARLES KENNY

IRVING BERLIN Inc. • 799 SEVENTH AVENUE, NEW YORK • HARRY LINK, Gen. Prof. Mgr.

THE COUNTRY'S NEW NO. 1 SONG
I STILL LOVE TO KISS YOU GOODNIGHT
From WALTER WANGER'S "32nd STREET"
THAT OLD FEELING
JOSEPHINE
THAT STANDARD BEER OF XMAS SONGS
SANTA CLAUS IS COMIN' TO TOWN
LEO FEIST, Inc. 1629 Broadway New York
CHESTER COHN, Gen. Prof. Mgr.

PRESS PHONY BOOMERANGS

DANCE BANDS AND P.A.'S

Orchestra men should read carefully and study the implications of this week's news story about a press agent's stunt that backfired. That is embarrassing always and usually just what a little common sense could avoid.

Dancemen are rightly conscious of the values of publicity. They want to keep their names before the public—on one side—and before the trade—on the equally important other side. But there's a right and wrong way to attract attention. The wrong way is to organize phony and purely fictional groups, to start insincere controversies, to send out silly letters expressing opinions on subjects concerning which the danceman can know nothing. And is not expected to.

Press agents suffer from too little scruples and too much imagination. They sometimes get their clients seriously involved. Orchestra leaders or managers should remember that getting a phony story in print may antagonize the editor, great or small, who is victimized.

More constructive attention-getters are those that legitimately adopt principles of showmanship and exploitation.

Television Rights, Unknown Factor, Jams Up Composer-Publisher Pact

Negotiations for a standard contract between the Songwriters Protective Association and publishers struck another bump last week when publishing firms insisted that the studios retain the television rights to music turned out by writers under contract. These lawyers took the position that since no one can anticipate the value of such rights it would be in the best interests of the studios to defer making any commitments on whether SPA members might assign the television rights of their scores to the association.

Some group of producers' lawyers are also reluctant to grant the SPA the right to obtain by assignment the synchronization rights to studio-written tunes after they have been used in the picture for which they had primarily been prepared. The SPA wants its writers to get 50% of the synchronization proceeds should this same music be used in another picture, while the producers contend that the songs were written under a weekly salary they are the sole property of the studio and it is of no concern to the writer where or how many times the same music is used by the same producing organization.

Non-picture publishers have practically agreed with the SPA on the wording of the uniform contract as far as they are concerned, and the agreement is expected to become effective by the end of this month.

Larry Spier Reported Backed by Ted Collins; Would Buy Forster Co.

Larry Spier, who quit recently as gen. mgr. of the Crawford Music Co., has put in a bid for the Forster Music Co., of Chicago. Spier met the approach to Fred Forster after he had felt out Johnny O'Connor about the possibility of taking over Words & Music, Inc. Talk with O'Connor got nowhere.

Forster is reported to have quoted \$150,000 as the price that would interest him were he inclined to dispose of his catalog. Spier is said in music publishing circles to have the financial backing of Ted Collins, manager for Kate Smith.

MISS JOYCE OVERLOOKED

Irene Gallagher Not First Feminine Publishing Exec

Staff at Sam Fox Music Publishing Co. takes exception to the rating given Irene Gallagher as the first female business head of a pop publishing house. Fox contingent points to its own Kathryn V. Joyce, who has been general manager of Fox's various music interests for 17 years.

Miss Gallagher was recently assigned by Max Dreyfus to head the business end of the Crawford Music Co.

Savitt's '50-50' Waxings

Philadelphia, Nov. 16. Score of 'Fifty-Fifty,' University of Pennsylvania Mask and Wig club's musical this year, will be discod for Victor by Jan Savitt's Top Hatter orchestra, house band at KYW.

Waxings skedged to get under way tomorrow (Wed.) at RCA-Victor plant in Camden.

Radio Station Becomes Forum For Reformers

Milwaukee, Nov. 16. WTMJ got in on the verbal and newspaper hullabulloo resulting from some ministerial peekaboing at pubs and niteries by putting its facilities at the disposal of the clergy's vice investigating committee chairman, the local district attorney, the president of the Taverns Owners Association, the chairman of the City Council's license committee, the head of the Federation of Women's Clubs, the Brewers' Association's prez and the chief of police.

Music Notes

Johnny Burke and Jimmy Monaco clefied three ditties for Bing Crosby's major starrer, 'Doctor Rhythm.' They are 'Trumpet Player's Lament,' 'P. S. 43' and 'This Is My Night to Dream.'

Jack Lawrence and Peter Tinturin clefied 'I Was the Power Behind the Throne' for Republic's 'Outside of Paradise.'

Smiley Burnette turned in 'Move Along' and 'Kitty McFooty' for Republic's 'Outside of Paradise,' to be warbled by Gene Autry.

Jack Mills will publish the score of 'Swing It, Professor,' which Melody-Ambassador Pictures, Inc., is producing.

Dr. Edward Kilenyi is scoring 'Headin' East,' Buck Jones' starrer for Coronet.

Harry Warren and Al Dubin handed in 10 ditties for Warners' 'Gold Diggers in Paris.'

Leo Forbstein assigned to score 'Hollywood Hotel' at Warners.

IMAGINARY 'GUILD' UNION VIOLATION

Executive Board of Local 802 Warns Its Membership Against Press Agents' Wild Stunts

REBUKES GLOVER

Executive board of the New York Musicians Union has warned its publicity-seeking members against permitting their press agents to cook up stunts which in substance are contrary to the rules and regulations of the AFM local. Beware order was issued after a rebuke had been administered to Joe Glover for organizing what his p.a. had elected to call an 'Arrangers' Guild.' Local 802's board became interested when the idea of the Guild crashed the trade papers as well as the New York dailies.

Under the local's rules its members are banned from organizing anything that might even suggest another labor or guild group. Social or beneficial societies within Local 802 are okay but under no circumstances will a group representing any class of musical specialists be tolerated.

After he had been summoned before the executive board Glover expressed himself as surprised that the union's officials were taking his 'Guild' seriously. Glover explained that his press agent had drummed up the thing as a stunt that would get him (Glover) some attention and perhaps more work as an arranger. Other Local 802 members who had been summoned declared that the first they knew of being elected officers of Glover's 'Guild' was when they read about it in the newspapers. They had not even attended a meeting.

Glover's p.a. had described the purpose of the 'Arrangers Guild' as seeking to obtain recognition for the 'forgotten men of show business,' such as getting billing for them on phonograph records and radio programs.

Horace Heidt's Q.&A. Gag and Stunts For Audience Participash

Dancemen, bookers and the trade generally are watching with interest the 'audience participation' stunts Horace Heidt is working out at the Hotel Biltmore, New York. Generally felt that Heidt is going to undreamed-of extremes for a dignified hotel in creating a chummy environment of informal partying between the orchestra and the diners.

Heidt is being mentioned as perhaps the hardest working maestro in the dance biz and the trade grimees a bit at the military drill regime that evidently is followed in order to keep the orchestra up in not only all the new nut old dance tunes and umpteen dozen novelties.

A standard stunt Heidt has been working over WOR, New York, is to 'interview' dancing couples between numbers. He asks them their names, home towns, what football game they will or did attend, and otherwise generates a lightly facetious relationship. Considerable gaiety and a lot of curiosity is a result. Besides exercising a natural magnetism for the gay collegians to whom the Biltmore now caters, this fraternity house crossfire makes good listening.

ASCAP Accepts Defense Burden On Contract Clause Suit Vs. Pub

Salabert Due in N. Y.

Francis Salabert, French music publisher, arrives Monday (22) for a five-weeks stay. He plans to visit Hollywood as well as make the rounds of the New York pubs on this trip.

Salabert's American rep, Joachim Aberbach, last week acquired the rights to 'Satan Takes a Holiday' for all French-speaking territory from the Lincoln Music Co.

Metro Owns Sync Rights to 'Happy Days Here Again'

Metro and Ager, Yellen & Bornstein have settled their long-pending court dispute over the rights to 'Happy Days Are Here Again.' Under the terms of adjudication the picture company holds the synchronization rights exclusively, while all other rights belong to the publishing firm.

Metro had claimed that, since the tune was written while Jack Yellen and Milton Ager were on the payroll of its studios, the latter had a right to use the tune as it saw fit. Song was originally part of the score of 'Chasing Rainbows.'

FRAT HOUSES USE NON-UNION MUSIC

Rochester, N. Y., Nov. 16. Musicians' union here has threatened to put University of Rochester fraternities on the unfair list for using non-union bands at their hops. Effect would be to ban name bands from the big social events of the year.

Fraternities claim they can't afford union music for small hops, at which union suggests using smaller units. Matter has been put up to the University board of control.

Dick Leibert Forms 14 Man Dance Orchestra

Dick Leibert, organist at Radio City Music Hall, is forming his own orchestra to double from daily a.m. house stint and institutional program for the theatre.

Equipped with a portable Hammond organ, band will contain 14 pieces. It will be limited to local engagements because of leader's theatre commitments.

John Paine's Trip

John G. Paine, gen. mgr. of the American Society of Composers, Authors, and Publishers, returned last week from a tour of the organization's southern offices. In Atlanta the local ASCAP rep tossed a luncheon for Paine, to which he invited state officials, heads of musical and women's clubs and various licensees, while the visit to Birmingham, Ala., included a study of how the local business income tax affected the operation of ASCAP in that state.

It was the first extensive trip of the kind made by Paine since he replaced E. C. Mills as director of the Society's operations.

Berlin, Inc., Joins MPPA

Irving Berlin, Inc., has become a fullfledged member of the Music Publishers Protective Association. Makes the last of the major publishing firms that didn't rejoin when the MPPA reorganized its functions about a year and a half ago.

Novel issue for litigation in the music industry is involved in the \$2,500 suit which Jerome Bernstein and Richard Aaronstam, two of the writers of 'Love Is Like a Cigarette,' have brought against Shapiro, Bernstein & Co., in N. Y. supreme court. Eccentric the issue affects a contract form sponsored by the American Society of Composers, Authors and Publishers, the burden of defending the action has been assumed by the Society's general counsel, Frohlich & Schwartz.

Bernstein and Aaronstam base their claim on the wording of a clause in the standard contract between publishers and writers which was copyrighted in 1933 by ASCAP. After various specific considerations are retailed in the contract, the clause in question provides that the writer shall share from 'any and all receipts of the publisher from any other source or right now known or hereafter may come into existence.'

Litigating writers hold that the words 'any other source' may be applied to performing rights. When they signed the contract with Shapiro, Bernstein & Co. they were not members of ASCAP and because of this they now claim they are entitled to a portion of the receipts which the publishing firms collected from that source on the basis of 'Cigarette' performances. Two sub-sequently joined the Society. Third writer on the tune's title page is Walter Kent, but since the latter was an ASCAP member at the time of the song's publication he did not become a party to the suit.

Sold 40,000

Bernstein and Aaronstam contend that there is nothing in the old standard writer-publisher contract which exempts them from sharing in the proceeds from performing rights and that as long as they did not participate in the Society's income they were entitled to a portion of what the publisher collected on the tune. While the song sold but 40,000 copies, it was heavily plugged on the air.

Fact that one of the tune's writers was a member of ASCAP at the time of publication is the main reason for Frohlich & Schwartz's entry into the case. The law firm figures that since paragraph two of the standard contract states that 'in all respects this contract shall be subject to any existing agreement between all the parties thereto and ASCAP' it is up to the latter to see that the dispute is adjusted. There is also the fear that if the claim in this case were upheld by the courts the way would be opened for a mass of litigation with similar circumstances.

\$14,928 City Sales Tax Rap Vs. French Casino

The French Casino, Inc., was slapped with three judgments yesterday (Tuesday) by the City Tax Collector for failure to divvy up the city's share on sales made by the niterie since last October. The total amount assessed is \$14,928, without interest.

The judgments were filed with the County Clerk and specify that the Casino owes \$529 for the period from Oct. 1, 1936 to Dec. 31, \$8,810 from Jan. 1 to June 30, 1937 and \$5,589 from July 1 to Sept. 30.

Tom Gentry Plus 3 Acts Touring for Fredericks

Frederick Bros. have made a band-unit out of Tom Gentry's orchestra, sending him on the road to play hotels and ballrooms with a three act party.

Talent includes the Burns Twins, hoofers; Great Marlow, contortionist known as the 'frog man,' and Evelyn Price, dancer.

On the Upbeat

Bubbles Becker opens two-week engagement at New Penn. Pittsburgh, Friday (19), replacing Harold Stern. Set to follow Becker are Jess Hawkins, for two weeks, Harry Reser for four and Carl (Deacon) Moore for eight on return engagement. All of them set by Joe Hiller for CRA.

CRA cocktailers set this week are Four Esquires, Leland hotel, Springfield, Ill. Top Hatters, Book-Cadillac hotel, Detroit; Four Californians, Congress hotel, Chicago, and Tip Top Boys, Jefferson Davis hotel, Montgomery, Ala.

Bubbles Becker opens at New Penn Club, Pittsburgh, Nov. 18, to be succeeded by Harry Reser, Dec. 17, and Carl (Deacon) Moore, Jan. 13 for CRA.

Joe Candullo batoning new band, most of personnel being from Del Bryson orchestra. Carol Bruce, ex-Lloyd Hundley roster, is femme.

Al Jahns orchestra, agented by Norman Flewellin of Bridgeport, got stand at New Kenmore, Albany, after signing contract with CRA.

Arthur Warren's orchestra, which opened at the De Witt Clinton Hotel, Albany, Nov. 13, is broadcasting on several late-evening spots over WGY, Schenectady.

Jack Denny orchestra formally opened the Rainbow Terrace atop the Saint Anthony Hotel, San Antonio, Nov. 17. Price per couple is \$1.65.

Paul Specht orchestra, which worked at Benny the Bum's in Philly last season, has gone on tour which will take it through 12 Southern states.

Russ Morgan into the Paramount theatre, N. Y., Dec. 1 for two weeks. Doubles from the CBS and NBC Philip Morris radio shows.

Louis Armstrong set for Vogue ballroom, Los Angeles, for four weeks. Opened Nov. 13.

Johnny Hauser plays at Pla-Mor ballroom, Cleveland, from Nov. 21 on.

Mike Riley doubles from Claridge

hotel to Orpheum theatre, Memphis, Nov. 30. First time for a hotel-theatre doubling stint in that town.

Ray Pearl band goes into Bill Green's Casino, Pittsburgh, Tuesday (23) for second engagement in three months, succeeding Jimmy Joy, who heads for Chicago and some dates in mid-west. Handled by MCA.

Husk O'Hare plays Randolph hotel, Eldorado, Ark., Nov. 24, for one week. Johnny Hamp follows on Dec. 11, and Barney Rapp replaces latter on Dec. 27.

Biltmore Boys, former cocktail unit, enlarged to band, engaged by Radisson hotel, Minneapolis, starting Dec. 1.

Woody Herman opens at the Roosevelt hotel, New Orleans, Dec. 2 and is followed by Mal Hallett on Dec. 31. Herman replaces Johnny Hamp.

Ruby Newman returns to Rainbow Room, N. Y., in January.

Causar-Murdoch band at the Club Patee, Hartford, Conn.

Lee Elliott at Stork Club, Providence, R. I.

Bob Grayson's outfit premed at Mayfair Casino, Cleveland, last week for a six-week stay.

Cleo Brown's band set for Plaza ballroom, Eldorado, Ark., Dec. 11.

Emil Velazco playing one-niters in Missouri territory for CRA.

Joe Haymes plays Twin City Club, Winston-Salem, N. C., Dec. 28.

Frank Dailey has left CRA for Rockwell-O'Keefe.

Emery Deutsch heldover at the Book-Cadillac hotel, Detroit.

Fields Into Palmer House

Chicago, Nov. 16. Shep Fields orchestra has been booked by Music Corporation to follow the current Wayne King band in the Empire Room of the Palmer House starting Dec. 14.

Orchestra slated for an eight to 12-week gallop at the spot.

Breakdown of Network Plugs

Following is an analysis of the combined plugs of current tunes on WEA, WJZ and WABC computed for the week, from Monday through Sunday (Nov. 8-14). Grand total represents accumulated performances on the two NBC links and CBS. 'Commercials' refers to all types plugs on sponsored programs. In 'Source', column, * denotes film songs, † legit tunes, and 'pop' speaks for itself.

Title	Publisher	Source	Grand Total	Commercials	Vocals
You Can't Stop Me from Dreaming...	Remick	Pop	32	8	20
If It's the Last Thing I Do...	Crawford	Pop	31	7	19
Farewell, My Love...	Harms	Pop	28	7	13
Nice Work If You Can Get It...	Chappell	Pop	26	3	20
I Still Love to Kiss You Good Night...	Feist	Pop	26	5	17
Blossoms on Broadway...	Famous	Pop	25	8	18
Vieni, Vieni...	Witmark	Pop	24	9	17
Once in a While...	Miller	Pop	24	7	17
Gettin' Some Fun Out of Life...	Donaldson	Pop	23	8	12
When Organ Played O' Promise Me...	Morris	Pop	22	1	9
Remember Me?	Witmark	Pop	22	6	15
You and I Know...	Robbins	Pop	21	7	12
Moon Got in My Eyes...	Select	Pop	17	4	13
Roses in December...	Berlin	Pop	17	4	9
Mission by the Sea...	Shapiro	Pop	17	1	5
Ebb-Tide...	Paramount	Pop	16	3	8
That Old Feeling...	Feist	Pop	15	7	13
One Rose Left in My Heart...	Shapiro	Pop	15	5	11
So Many Memories...	Shapiro	Pop	15	3	9
Have You Ever Been in Heaven?	Santly-Joy	Pop	15	1	9
Everything You Said Came True...	Remick	Pop	14	5	10
Bob White...	Remick	Pop	13	3	10
Have You Any Castles, Baby?	Harms	Pop	13	3	9
Shed All, Tan, Terrific...	Shapiro	Pop	13	3	9
Rosalie...	Chappell	Pop	13	4	7
Mama, I Wanna Make Rhythm...	Santly-Joy	Pop	13	3	6
In the Still of Night...	Chappell	Pop	13	4	5
Foggy Day...	Chappell	Pop	13	2	5
Sailing Home...	Words and Music	Pop	13	0	7
Harbor Lights...	Marlo	Pop	12	3	7
Goodbye Jonah...	Robbins	Pop	12	5	5
Tears in My Heart...	Marks	Pop	11	0	7
Rollin' Plains...	Schuster-Miller	Pop	11	0	5
Miles Apart...	Davis	Pop	10	0	10
I'd Love to Play a Love Scene...	Famous	Pop	10	0	5
Whispers in the Dark...	Famous	Pop	10	3	3
've Got My Heart Set on You...	Robbins	Pop	9	1	5
True Confessions...	Famous	Pop	9	4	4
An Old Flame Never Dies...	Robbins	Pop	9	0	0
Josephine...	Feist	Pop	8	2	6
Swing Is Here to Stay...	Robbins	Pop	8	1	5
I Want You for Christmas...	Harms	Pop	8	1	4
It's the Natural Thing to Do...	Select	Pop	8	4	4
I'd Like to See Samoa of Samoa...	Feist	Pop	8	0	4
Love Me...	Red Star	Pop	8	1	2
Let's Pitch a Little Woo...	Major	Pop	7	1	5
Have You Met Miss Jones?	Chappell	Pop	7	2	4
I Want a New Romance...	Famous	Pop	7	2	4
If I Can Count on You...	Ager-Yellen	Pop	7	1	4
Lady Is a Tramp...	Chappell	Pop	7	0	4
Afraid to Dream...	Miller	Pop	7	0	3
Is It Love or Infatuation?	Paramount	Pop	7	0	1
Moon at Sea...	Mills	Pop	7	0	1
Life of the Party...	Berlin	Pop	6	0	5
After You...	Paramount	Pop	6	0	2
There's a Gold Mine in the City...	Berlin	Pop	6	0	1
Cachita...	Southern	Pop	6	0	1
My Cabin of Dreams...	Berlin	Pop	5	2	4
Can I Forget You?	Chappell	Pop	5	0	4
Stop, You're Breaking My Heart...	Famous	Pop	5	2	3
Yours and Mine...	Robbins	Pop	5	1	3
At Little Country Tavern...	Superior	Pop	5	1	3
A Strange Loneliness...	Donaldson	Pop	5	1	3
Old King Cole...	Harms	Pop	5	1	3
My Secret Love Affair...	Movietone	Pop	5	1	3
Snake Charmer...	Marks	Pop	5	1	1
First Time I Saw You...	Santly-Joy	Pop	5	1	1
Tune in On My Heart...	Gilbert	Pop	5	0	2
Caravan...	Exclusive	Pop	5	2	0

Inside Stuff—Music

Orchestra leader holding a New York spot last week established a new high for asking things from the music publishing trade. He wants publishers and their employees to come in amply sized parties so that he can dress up the dine-and-dance room. Also to furnish him gratis with 200 copies of their song hits for distribution as souvenirs among the customers. This maestro feels that the pubs aren't giving him the right co-operation by singleton attendance.

Brother (Harry) of Earl Freshman, attorney for ASCAP north of Westchester County, New York, suicided recently. Deceased who was not connected with show business addressed letters to his wife and brother, saying that they would find his body in a certain room in the Paramount hotel, N. Y.

He had been dead several hours when the room was entered, having taken cyanide of potassium.

Frederick E. Peters, nabbed by G-men Nov. 8 in New York for forgery and use of aliases, is also known to music and band world as Alan B. Preston.

A New Universal Smash Music Film "MERRY-GO-ROUND OF 1938," produced by BUDDY DeSYLVA with this top score by JIMMY McHUGH and HAROLD ADAMSON

YOU'RE MY DISH

MORE POWER TO YOU

I'M IN MY GLORY

A HIT — BUT DEFINITELY!

ONCE IN A WHILE

By RUD GREEN and MICHAEL EDWARDS

MILLER MUSIC, INC.

1270 SIXTH AVENUE

NEW YORK

LEADING WITH THE LEADERS—A PHOTO FINISH!

FAREWELL MY LOVE

By LOU HOLZER, HARRY KOGEN and HENRY BUSSE

HARMS, Inc., RCA Building, New York

MACK GOLDMAN, Prof. Mgr.

The Profession Tells Us It's a Hit! The Trade Tells Us It's a Hit!! Requests Indicate It's a Hit!!! IT IS A HIT!!!!

"ONCE IN A WHILE"

Foxtrot Ballad by Bud Green and Michael Edwards

MILLER MUSIC, INC.

RKO Building, Sixth Avenue, 50th Street, New York

Likker Violations 8% in U. S., Philly 4%; Enforcement Drives

Philadelphia, Nov. 16.

Philly has the lowest percentage of liquor law violations of any major city in the country, with only four violations to every 100 inspections, according to Bureau of Internal Revenue figures. Birmingham, Ala., has highest rate, 37%. Figures were part of a nationwide survey made by WPA workers over the last two years. They showed further that Pennsylvania cities surveyed were substantially below the national average of 8%, with the exception of Allentown, which had 18%.

Results in other cities showed: Baltimore, 5%; Washington, 5%; Boston, 6%; Richmond, 7%; New York, 8%; Atlanta, 19%; Los Angeles, 9%; Cincinnati, 13%; San Francisco, 13%; Columbus, 14%; Chicago, 15%; Milwaukee, 15%; Newark, 18%; Indianapolis, 20%; Cleveland, 26%; Birmingham, 37%. Lowest in the country were Spokane, Wash., and El Paso, Texas, each with violation record of only 1%.

Survey was a tribute to the high degree of efficiency on part of the Pennsylvania Liquor Control Board's inspection service. Average for the whole State was only 5%. New Jersey average was 15%, with violations running from 8% in Camden to 18% in Newark. Survey was made by 800 WPA workers between Sept. 1, 1935, and Aug. 31 of this year at a cost of \$1,936,158. More than 1,300,000 inspections were made in 117 cities and 103,200 violations were found. Treasury officials said \$1,789,664 was collected in fines.

Ubangi Klub will have hearing tomorrow (Wednesday) before Pennsylvania State Liquor Control Board on license revocation. Charged with reeling likker bottles. Hearings have been postponed several times because of serious illness of operator, Harvey Lochman.

Addition to Philly niter scene is the Rendezvous, opened by Irvin Wolf in Hotel Senator. Spot is in theatrical hotel area and expects to draw big from that quarter as well as regular trade.

Reports here are to the effect that Micket Alpert is confabbing on taking over the Mirror Room at the Hotel Philadelphia. Spot, one of the newest in town, has done only

(Continued on page 71)

Music Union Extends 6-Day Week to Third Class Chi Niteries

Chicago, Nov. 16.

Final move on the part of the Chicago Federation of Musicians and its president, James C. Petrillo, to put through a general six-day ruling in this territory goes into effect next week when the third class cafes and niteries will hire musicians on a six-days-work-for-seven-days-pay basis. This puts the cheaper line of cafes in the same category as the first-class and second-class spots, according to the Petrillo system of rating.

Bottom rung, the fourth class spots, will not be touched at all at this time, but will be permitted to go along on their present basis.

FRED LaREINE TO HAVE LEG AMPUTATED SOON

Fred LaReine, former Broadway vaude actor and agent, is in French Hospital, New York. He will have one leg amputated, probably this week.

Has been without use of his legs since accident near Milwaukee in 1931, but has continued to come to operate various travelling attractions, mostly outdoors, in show biz.

FTP Vauders Reinstated

Having been buffeted around since July 15 when dismissal order was issued, 11 negro vauders on the Unit 1-C of the Federal Theatre Project were reinstated Nov. 11 by order of Paul Edwards, administrator of arts projects.

Group, only all-colored vaude unit in FTP, was also ordered cut out by Frank Merlyn. Workers Alliance took up the cudgel for reinstatement.

THE UNDERTAKERS' CREDO

You Gotta Go Somewhere, So Niteries Are Cheating

Grand Rapids, Nov. 16.

Biz in outstate Michigan night clubs is rapidly becoming a weekend affair and, in several good spots, even the weekend take is not so forte. Reason given is that club managers here have adopted an undertakers' point of view—that business must go someplace regardless of the service offered. Bands used are generally inferior, being contracted largely on price, often by managers who have never heard them. When a spot gets a good band, the band's engagement is practically immortal.

Floor shows, far overboard on mediocrity of talent and production, run at least 45 minutes and generally cost from \$200 to \$300 for from 5-10 musicians.

'Schnickelfritz' Band's \$4,400 In Mpls. on % Deal

Minneapolis, Nov. 16.

Freddie Fisher's corny 'Schnickelfritz' band of six small-town fellows, who were earning \$90 a week in an obscure Winona, Minn., roadhouse a year ago and who catapulted into fame and fortune from a second-rate Twin City night club, pulled down over \$4,000 as their share at the Orpheum here last week. Headlining a five-act vaudeville bill, they worked on a deal of 50% over \$14,000, plus guarantee.

After an extremely ragged and unpromising first show, the band was entirely revamped by Manager Bill Sears of the Orpheum. Whipped into greatly improved shape, the offering placed more emphasis on music and less on amateurish comedy. Also, boys were more at ease. Attraction made a much more favorable impression on subsequent audiences as really got across satisfactorily after the opening day without, however, being anywhere nearly the smash hit that they were at the Midway Gardens night club.

'Schnickelfritz' this week are in the Cocoanut Grove night club here at \$1,750. They turned down an offer from the Ambassador hotel, St. Louis, for \$1,000. The start of their Warner Bros. production, 'Goldiggers in Paris,' in which they will appear, has been set back indefinitely. Their film contract calls for \$25,000 for six weeks' work and contains option clauses at increased stipends. It stipulates that if they are not put to work by Jan. 1, the \$25,000 is to be paid them regardless. Before signing with Warners they had turned down an RKO film offer which guaranteed to have them in production by Nov. 15. Rockwell-O'Keefe is handling them.

Welt with Borde-Bergen

Chicago, Nov. 16.

Marvin Welt has joined the Borde-Bergen office here, and will go on the road to line up cafe bookings for the agency.

Welt at one time had his own booking office and formerly handled Peaches Browning.

REOPEN FAMOUS DOOR

Famous Door, returns to 52d street niter belt Nov. 25 after being shuttered for some time.

Louis Prima's band will again hold forth on new site, a couple of doors up the street from the old location.

Galveston's \$50,000 Niteries

Galveston, Nov. 16.

J. A. Alexander and T. Pavlovich have purchased a site on Ocean Blvd. here and announce plans to erect a \$50,000 night club shortly after first of the year.

Police Probe May Exhume Mrs. Nellis Cook Pearl

Buffalo, Nov. 16.

The body of Nellis Cook Pearl, who died in Chicago Sept. 20 and was buried beside her husband several months ago, is to be exhumed, according to reports from Chicago, due to rumors that Mrs. Pearl, who was 71, was poisoned. Chicago authorities report that a considerable amount of jewelry belonging to the former trouper cannot be found.

The cause of Mrs. Pearl's death was listed as pneumonia.

L'ville Niter Boom Is Hypoing Talent; New Spots, Names

Louisville, Nov. 16.

Plenty of acts are finding employment currently, with a boom in night club business. Five spots are emphasizing floor shows, and compish is plenty keen since the opening of two downtown locations, the Crystal Terrace and Chez Paree, both of which, have apparently taken the rubber band off the bankroll in an endeavor to bring metropolitan floor entertainment to local niter patrons.

W. J. Gavin's Club Greyhound features Arlie Simmonds orch, Beck, Melton and Beck, Stanly Twins, Vivian Newell and Mimi Stewart, Crystal Terrace, with dinner and supper dancing to the music of Johnny Burkhardt's band, has a floor show, with Ray and Rose Lyle, Lorraine Le Page, Madalyn Thomas, Lita and Jerry March and Cliff Winehill.

Casa Madrid, under the guidance of Johnny O'Leary, presents a nightly floor show comprising the Aero Aces, Romina and Manning, Thomas Cahalis, Leona Marcille, and Hank Blagini and his orchestra, while the Peacock is getting a play with a floor show headed by Joe Keely and including Vera Gordon, The Boyettes, Pam Adaire, and music by Bill Swain and his orch.

Chic Scoggin is heading show at the Chez Paree, and a novelty has been introed at the Brown hotel, where the Bluegrass Room has been pulling the youngsters with a series of pingpong matches between Sol Schiff and Douglas Cartland, Benny Strong and his band provide the music, and Elaine and Barry assist.

AGENT HELD FOR TRIAL ON ACT'S COUNTER-SUIT

By order of magistrate's court, N. Y. Percy Oakes, agent, is being held for trial in Special Sessions for operating an agency without a license. Charges were brought by White and Manning, dancers, in counter-action against Oakes' municipal court action claiming back commissions. Oakes is being watched as a test of sections 171 and 172 of General Business Law, heretofore not tested.

Act claims they gave Oakes a flat \$100 for a Florida niter booking which deal was mutually agreeable. Since, act claims, Oakes sought further remuneration and finally brought suit for \$95 in munny court. Act defaulted because they were out of town and Oakes received a judgment.

Day before appeal of the default decision was heard Oakes was served with a summons answerable same day for magistrate's court charging him with operating an agency minus license. Case against the act was dropped while other action occupied an unusual three-hour session at magistrate's court on Nov. 12 and was moved to special sessions for hearing in three weeks.

Decision will be a precedent in distinguishing between a manager or representative and an agent. Oakes' defense is that he acted as manager, supplying bookings, costumes and other details.

LA RUE-BARNETT TOUR'S END

Hollywood, Nov. 16.

Jack LaRue and Vince Barnett wind up their personal appearance tour of the east Dec. 14, at the Lyric, Indianapolis.

Fair, booked by Paul Savoy, has already played 10 weeks.

Leith Stevens' Vaude

Leith Stevens, CBS house conductor, and his orch will make their vaude debut at Loew's State, N. Y., Dec. 8.

Columbia Artists, Inc., set the booking.

Penna. Agent Law Ignored, Chiz Unabated; Niter Biz Blotto

Philadelphia, Nov. 16.

Chi Actors' Benefit Off After AFM Snarl

Chicago, Nov. 16.

Newly organized Chicago Green Room Club had to call off the benefit scheduled for Blackstone last week, which was to have been the first activity in its existence. Alleged violation of agreement between theatre and the Chicago Federation of Musicians was given as the reason, with James C. Petrillo calling off the men, and making a refund of ticket money necessary.

Benefit had had considerable space in dailies and promise of niter, theatre, and radio headlines for an appearance.

All Coast Amus. Included in AFA Closed Shop Move

Hollywood, Nov. 16.

American Federation of Actors has launched a drive here to organize niteries, cabarets, filmeries, cafes, vaude houses and all branches of outdoor amusements on a closed shop basis in the Los Angeles area following the formation of the local branch of AFA here last week. Ralph Whitehead came here from New York as executive secretary of AFA to preside at the organization show and in a four-hour conclave outlined the aims and objectives of AFA to more than 100 performers present.

Patrice Brooks, of the negotiating committee of the Dancers Federation of Los Angeles, told the meeting that that body would insist on full recognition and local autonomy with the right to elect its own delegates to the local council of AFA. All these conditions to be met before the dancers will consent to join AFA. Whitehead said local autonomy was out but that the other demands likely can be worked out.

Speakers in addition to Whitehead included Stephen Shepherd, secretary of the San Francisco branch of AFA; J. W. Gillette, of the American Federation of Musicians; H. B. McMurray, of the Los Angeles Central Labor Council, and J. W. Van Hook, business rep of the Culinary Workers' union.

Third AFA branch is being organized in Oakland.

JOE HELBOCK'S OLD ONYX CLUB BANKRUPT

Helbock Restaurant, Inc., former operators of the Onyx Club, niter at 72 West 52nd street, N. Y., through its president, Joseph J. Helbock, filed a voluntary petition in bankruptcy in Federal Court, N. Y., last week. Judge Henry Goddard on Friday (12) allowed Helbock until Nov. 23 to list his creditors and to call a meeting in an effort to effect a composite settlement. Judge Goddard appointed H. P. Coffin as referee and ordered the marshal, who recently padlocked the restaurant to allow Helbock access to his books and records.

A temporary schedule of creditors lists Belle G. Wylie of 72 W. 72nd st., for \$900, and breweries and liquor dealers to the total amount of \$3,051. Helbock claims his only assets are the club's furnishings.

Helbock's new Onyx Club is situated a few doors east at No. 62 W. 52nd.

RUTH ETTINGS DIVORCE

Chicago, Nov. 16.

Ruth Etting went through with her divorce plans and yesterday (Monday) filed suit in Circuit Court against Col. Moe (Martin) Sonnen on charges of cruelty and desertion.

They were married in Crown Point, Ind., on July 17, 1922.

Despite the new Pennsy law, which went into effect Nov. 1, vaude and niter talent is getting jerked around just as much as ever here. That long-promised protection is still just around the corner—but far.

Law was aimed to govern bookers and niter operators, but the off-in-their-hats lads, whom it was intended to force out of business, are still knocking off their 10% or as much more as they can chiz. Town is loaded with agents who include everybody from clip joint head waiters to ad agency account execs.

Delay in enforcement of the new legislation lies with the State Department of Labor and Industry. This unit is so swamped with enforcement of such all-inclusive measures as the new 44-hour-week bill, that it claims it has no time at present to bother with a law covering a mere 500 people.

Doing a real burn are the 24 agents who forked over \$100 each for a permit to operate. There are 13 other major bookers who haven't gotten licenses and aren't being bothered, in addition, of course, to the flock of bootleggers. Boys who paid fees they've been gyped for—they are getting nothing for their money.

Attempt by Tony Phillips, an agent, and Tom Kelly, prez of United Entertainers, to organize the percenters into Licensed Theatrical Booking Agents Association has flopped. Lack of interest caused Phillips to pull out. Kelly's still hopeful.

Contractors Association, headed by Joseph Hughes, was planning to make a test case, establish its claim that it is not governed by the new law. But inasmuch as it's not being enforced anyway, idea is about to be given up.

Not Adhering

One of the major points of the new legislation, use of triplicate contract form, also proved meaningless. Plan was for the booker, agent and operator each to get a copy of the terms. But the new forms are not being used. Kelly is attempting to get the clause changed before trying to put it into general use. This allows operator to fire an act after the first night if it's not up to standard. Kelly wants this eliminated and in its place a clause reading that the act shall be considered up to standard if it has played in any Philly niter of similar standing for more than two weeks.

Niter biz here has been very blah the last couple months. Big places, like the Arcadia, Adelphia and Benny the Bum's, and the more intimate converted-house spots are feeling the slump badly. Dinner and supper crowds are both off.

Principal cause for the drop is attributed in general to the business recession, stock market slide, and widespread jitters in business. Ops of the intimate spots here also claim the current grand jury probe of vice and gambling has sent some of their best customers scurrying to fairer climes.

NAB NITERIES PAIR ON MANN ACT CHARGES

St. Louis, Nov. 16.

Mann Act charges have been made by the F.B.I. against Walter Thornburg, 34, and his wife, Jean, 27, niter entertainers from Detroit, who were nabbed here last week after a peace disturbance in a West End niter. Although the pair were freed on the city ordinance charge, local cops dug through the 'wanted' files and found they had been indicted by a Federal grand jury in Detroit several weeks ago.

Following their second pinch, the couple entered a not guilty plea to the indictment and were taken to city jail in default of \$5,000 bonds. Local F.B.I. charge that the Thornburgs and another couple, unnamed, took a 17-year-old girl from Toledo to Detroit for immoral purposes on Sept. 2. The Thornburg couple, according to the F.B.I., operated in niteries and promised their victims, generally actresses and local talent, more dough in Detroit than they were receiving.

Nitery Reviews

KITTY DAVIS'

(CHICAGO)

Chicago, Nov. 14.
In this spot a Chicagoan may do his drinking surrounded by companions who are virtuosos of refinement, for Miss Davis advertises profusely that her girls all have college education. One hardly gets a picture of the place from the outside. Located in the loop Lyon & Healy building, the window to its north displays books on opera; the one on the other side shows recordings of symphony music; and the spot's own two windows are filled with pictures of Miss Davis, college football players, and Miss Davis' college educated girls, some 20 of them.

Inside are two floors to the establishment. First houses a bar in the shape of a question mark. Within the bar end is a merry-go-round fixture on which the entertainers perform, while all around the room are scattered numerous daff girls, many pictures of football players and several more of Miss Davis. Latter are of two types—one showing her as a duchess and the other as a society page matron.

On the second floor, designated as a cocktail lounge, is a low bar which zigzags all about the room, and the inside of which has room for performers and their paraphernalia. Also on this floor are pictures of football players and more of Miss Davis. Impossible as it seems when on the first floor, the second has more noise. Majority supremacy has its origin in a sign downstairs which notifies unescorted ladies that they will be served upstairs only.

As to the girls and entertainment, both are in harmony with the noise policy. Whether the girls truly do have a college education or not is a matter for opinion, since Miss Davis' pictures take up space on which the diplomas might be hung.

The girls' outward manifestations of non-culture might indicate that they failed to absorb what their colleges tried to instill in them, and they must have slipped into Miss Davis' employment without her knowledge. On the other hand, one or two of the girls look as though they might be going to college at present. Their harried look might have come from sleepless nights spent studying.

Downstairs the entertainers work on the merry-go-round. In its center is a piano and on the rim are various animals representing different colleges. Entertainment consists of beating drums with piano accompaniment, singing with piano accom-

paniment, playing saxophones and clarinets with piano accompaniment, or playing an accordion solo. Upstairs is a barmaid m.c. with a natural hill-billy dialect; then to make sure everything is hale and hearty, she socks 'em lustily and lets go a one-two accurately aimed at whatever bartender happens to be around. She also bellows both between and during siren shattering. On both floors the so-called entertainment is continuous.

Besides drinks, bologna on diamond-shaped pieces of bread is sold under a French name at three for 20c. Business is at capacity seven nights a week, which shows that Chicago is really cultured or else that people like to look at the pictures of Miss Davis, posed as a duchess or a society matron. Loop.

MAYFAIR, BOSTON

Boston, Nov. 15.

Currently the busiest nitery in this town, the Mayfair opened the season with a series of names on the floor. This week's show is not such a big splash for the marquee, but it is a smart job of bookkeeping. And a good assortment of clean cut, talented acts form a very pleasant interlude of entertainment for the diners.

Two dance teams supply the flash for the show. Robinson and Martin open with a fast high-kick number and close it with a zippy duo buck. Olivette and Dmitri, comedy ballroom team, open seriously then crash into a daffy hokum routine that ends in a beautiful pratfall. Comedy accent is on the girl who should please any audience lust for daffy dances.

Bright spot in the lineup is Lillian Beatty, a singer who sells two excellently arranged tunes, "Feel a Song Coming On" and "Can't Have Everything." An accomplished torcher with a personality that projects and gets undivided attention, this gal knows not only how to shade her phrases for best effect, but she also knows what to do in gestures. Instead of detracting, they articulate whatever mood she is creating at the moment. Definitely a candidate for big time musicals.

M. c. is Archie Robbins, who has played here before on several occasions. Endowed with a chummy personality that gathers his audience into an intimate mental circle, Robbins is adept at coincidentally selling himself and the acts he introduces. His big moment in the present set. (Continued on page 68)

New Acts

SALLY RAND

"Dance of Dawn"

6 Mins.

Keith's Boston, Boston.

For the first time on any stage Sally Rand tried out her new "Dance of Dawn." She may have something here, but as yet it is not completely worked out in routine.

Although she represents the body of a huge bird, and two rows of four assisting girls each symbolize the wings, the impression sought does not project clearly.

Opening and closing of the group dance are excellent. Perched atop a high flight of stairs, the giant bird comes down stage for the take-off. From there on Miss Rand shows about a dimly lit stage (behind a scrim), with her human wings, in a semi-acrobatic exotic dance that is a thing of studied, calm artistry.

The finish provides the only real excitement, when the bird's body (Miss Rand) detaches itself from its wings and flies heavenward in a high, light. Classical music for the dance is commendable and the staging and lighting handled expertly in the premiere showing.

There are a few facts or ball of to block the view of the goggle-eyed gentry.

3 GIANTS OF SWING

Vocal Trio

12 Mins.

Orpheum, Omaha

Three colored lads sprang up locally. Popularity has been proven on Orpheum's night Big Apple shows about a big boys have been only act called back for repeats, three weeks running.

Trio specializes in hot rhythm singing. With their members strumming guitars and third punking doghouse. Go in for straight singing, with no sound effects other than from instruments, but brand new at present rate of improvement will soon be comparable to that of Mills Bros.

Began here as radio act via WOW, where soon attracted enough following to be in demand for nitery dates and vaude.

Act name is play on physical appearance of three men all huskies of about equal height, and plenty of that. In white cutaways, appearance is striking, aided by capable stage manner.

AL STONE

Comedian

Old Romanian, N. Y.

Al Stone, backgrounded in this East Side theatre, has a laugh that gets a borscht circuit background, but he's an affable m.c. who speaks potentialities. His conferencing is still a bit on the rite side, but he has an engaging manner and tops himself off strongly with his personations.

Penner, Fields, Wynn and Durante are in his repertoire, but he has an uncanny punchy takeoff. It took him off strong and suggests Stone's future as bright for the 52d street groove. Abel.

ROMA BROTHERS (2)

Hand Balancing

8 Mins.; One

Cine-Rama, N. Y.

Certainly not a new turn, but one which hasn't been found for the files till now. Muscular stunts of the pair are good, and executed in a nice showmanly manner. Act is dressed well, too, in new gladiatorial garb. Boys can qualify for vaude spotting anywhere. Bert.

SUES CANDY FIRM

Joliet, Ill., Nov. 16.

Charlo Day, singer and daughter of L. M. Rubens, has filed suit against the De Met's candy stores for damages resulting from alleged illness.

In her suit against the candy firm Miss Day claims that she became ill from eating some candy purchased at De Met's because the candy had not been protected from insecticide which had been sprayed about the shop to kill flies.

Dempsey's B'way Bar

Jack Dempsey contemplates leasing the Translux theatre on Broadway and installing a bar. Plan depends on a deal to switch the Luxer into the nearby B. S. Moss house, nearing completion at 49th street and Broadway.

Dempsey's restaurant at 50th street and Eighth Avenue would remain as is, but he and associates have been figuring on a direct main stem adjunct.

Nitery Placements

Rajah Raboid, William Scott's orch. Hotel Ambassador, N. Y.
Helen Lewis, Village Brewery, N. Y.

Jacques Krakeur, Hotel White, N. Y.

Tisdale Trio, Le Mirage, N. Y.
Dorothy Wenzel, Wivel, N. Y.

Don Marton orch, Coq Rouge, N. Y.

Sande William's orch, Hotel Astor, N. Y.
Edith Powell, Back Stage Club, Mount Vernon, N. Y.

15 YEARS AGO

(From VARIETY and Clipper)

Equity closed down its picture branch. Cost plenty and no results.

Paramount held its first sales convention on the Coast. Took easterners out on a special train.

Duncan Sisters, just back from England, at the N. Y. Palace and a solid hit. Commented that they had "passed from childhood to girlhood." Growing up. Both in whiteface.

Mayne Gehrue, half an old sister team, tried a comeback at the 58th St. Good act, but not a click in spite of a band.

Polly Moran out of pix and back to vaude. Opinion was she was a big small time act, or good for small big time.

Brooke Johns doubled into the Riverside from the Palace, where he was in his second week. Marion Harris wowed 'em with her song act.

Chic Sale, Tom Patricola and Lillian Leitzel topped at the Colonial, with Van Hoven very much on the bill.

Irene Franklin topping at the Chi Palace. She had dropped her stage pianist for a special orch leader.

Majestic, Chi, went to four shows a day with five on Saturday and Sunday. Shows opened on Sunday.

Bill Robinson, just concluding a run at the Frisco Orpheum, stepped back in the bill when Jack George Co. was out through illness. Gave the salary to the George act.

Show biz looking up on Broadway. Eight houses were playing to capacity. Season had opened badly.

Mrs. Rudolph Valentino (Winifred Hudnut), preparing a vaude act. Wanted to work with her husband, but he was in a contract jam with Paramount.

Paul Whiteman and Al Jolson trying to frame up a joint concert tour. To play auditoriums and armories.

Shubert units getting in more trouble all the time. Unit idea being dropped in favor of straight vaude.

N. Y. State did \$29,000 on the week Eva Tanguay played there recently. That topped "Blood and Sand" (Valentino pix) by \$3,000.

Friars gave a "Three Czars" dinner. Hays, Landis and Augustus Thomas. Latter headed the dramatists.

Everyone wondering why Channing Pollock's "The Fool" had turned into a hit.

METRO LURES ZWERLING

Hollywood, Nov. 16.

Metro is flirting Ruby Zwerling, pit director at Loew's State on Broadway for many years, to join the studio music department.

Zwerling is here on a visit to his daughter.

Saranac Lake

By Happy Benway

Bill Herron (Actor-Lawyer) has gone the way of all flesh by wedding ... Mrs. Nell Barrie (Mother of Wendy) checked out and will look at the mountains in Colorado Springs ... A. B. Anderson to Salvin Rock, Conn. ... Jimmy McNichols, singing waiter, starts warbling over menses of brew at the Elk's Club here. ... Tony Sabatello (formerly Four Marino's) and a native of Hicksville, L. I., took a week here looking for a buck, left disappointed. ... Alice Carman now airing at 50 Sheppard ave. ... Mrs. Rose Hoenig, Brown here, N. Y., bookkeeper for a chain circuit is a newcomer at the Will Rogers. ... The two Franks, Curran and Kaiser, Miami bound with an eye on a night spot. ... John Dempsey (Fenway theatre, Boston) cured of a stomach ailment. ... Helen O'Reilly back under the checking-up routine. ... Ed Guggenbloom, former theatre man, did a quickie flight to New York and Chicago.

Dr. Agripa Robert (ex-N.Y.A. medico) couldn't stand the Philadelphia General hospital grind, so he's back here at the Trudeau sanatorium. And Lester Sheehan, after a year of bedding, is seen downtown looking on the oak side of things.

Answering the weekly mail: Mrs. "Rusty" Widener, Boston, Mass.—Write to Harold Rodner, Will Rogers Fund, 1619 Broadway, N. Y. C. ... Abe Horwitz, Port Huron, Mich.—The Jewish Theatrical Guild, Bond building, N. Y. C., can furnish that information. ... John O'Leary, Cambridge, Mass.—As far as this column knows, Al Jolson and Eddie Cantor will maintain beds up here for the unfortunate. ... William Headley, Wilmington, Del.—Rudy Vallee, Phil Harris, Ray Noble and company, according to this actors colony ... Mrs. Carey Perry, Worcester, Mass.—Actor's Hospital is now the Will Rogers Memorial hospital. That is official. ... Mr. Elmer McDonald, Collinsville, Ill.—The following cater to show-folks, Northwoods sanatorium, "Ala Vista Lodge, Griffio's Cottage, Downing's Broadway Vista, Dorsey Terrace, Werle's.

Write to the sick you know at Saranac and elsewhere.

NICE, FLORIO AND LUBOW

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PICCADILLY, LONDON, ENG.

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Large profits easily earned selling new 21 Folder Assortment. Calls on night for \$1.00. Other Holiday assortments. Write for particulars.

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HECTOR AND PALS

ROXY
NEW YORK
Wk. of Nov. 12

EVELYN

JOSE

DAWN and DARROW

ROXY, NEW YORK, THIS WEEK, NOV. 12

Direction: LEDDY and SMITH

"Hildegarde has put the Ritz's Crystal Garden in the black once again—the first time in three years."
Leonard Lyons.
NEW YORK POST

"One of the most glamorous artistes Manhattan has seen in years."
George Ross
N. Y. WORLD TELEGRAM

HILDEGARDE

CRYSTAL GARDEN, RITZ-CARLTON HOTEL
NEW YORK CITY

"The Crystal Room of the Ritz was filled with the carriage trade, all very white tie, out to hear the enchanting Hildegarde."
Nancy Randolph
THE NEWS

"Signs of Another Season: Hildegarde's Garbo-like voice once again."
Walter Winchell
NEW YORK DAILY MIRROR

NATIONAL BROADCASTING COMPANY

ANNA SOSENKO
Personal Manager

HENRY SHEREK
European Representative

WILLIAM WIRGES, Conductor-Arranger

Burlesque Reviews

FOLLIES OF THE DAY

(STOCK)

Canton, O., Nov. 15.
With 'Bozo' Snyder in as the first guest star of the season, Bob Burch's stock burly company at the Grand, now in its second month, is presenting one of its best bills of the current season in 'Follies of the Day,' easily the most ambitious yet, of Harvey Curzon, credited with the production. Snyder, the man who doesn't say a word, gets more laughs from his audience than most comics can with a complete repertoire of jokes and antics. "Long a favorite here, he lives up to his reputation as a clever pantomimist. His musical efforts easily demonstrate his versatility and an excellent opportunity to present several new bits since last appearing here at the head of his own circuit company."

Dolly Dawson, this week's featured stripper, a smooth, well-pleased, and a force to be reckoned with several encores. "A magician billed as the 'Great Sherwood,' does uncanny tricks much to the amusement of the audience."

Picture numbers are stressed more than ever in the current offering, a gypsy scene gives Rance and Gordon, the singing duo of the company, an excellent opportunity to show their new vocal triumphs; Gertie Beck does capably with her song assignment of 'Harbor Lights,' which is expertly presented. Lupu Vantu is a force to be reckoned with with three different specialty numbers, which enlivens the big scenes. The chorus (14) in natty new wardrobe, comes am with the top of burlesque number, several stepping out for individual bits. Laura Peters offers a specialty dance; the attractive Shirley Sisters register a specialty in their burlesque number, and Ann Frazier scores with her tap and song novelty.

While Snyder holds the spotlight most of the time, the two regular comedians, I. B. Hump and Gene Davis, share in the applause, Hump's best being 'Smith's Baby,' and Davis in a courtroom scene. Ray Dean, singer and straight man, got a nice reception for his vocal efforts, as does Ray Kolb for his character bits.

Other than Miss Dawson's strip tease, there is no emphasis on nudity, and the comics' blue notes are fewer than in any of the previous productions. Usual good staging is in evidence throughout, with big scenes a trifle more colorful than in the past. The singing and dancing does acceptably with the musical score, with vocals by trio of the bandmen lending much to the presentation of several of the song numbers.

Patronage, which has been discouraging for the past months, slightly better, probably due to presence of Snyder, but pickup far from what it should be for a picture of this type.

GAYETY, MPLS.

Minneapolis, Nov. 13.
Almost looks as though the millennium has arrived for the stock burlesque performance. 'Knees, Tails and She's,' are a pair of comedians who actually are funny and who laughs without digging deep into dirt and without using grotesque make-up and who employ a minimum of slapstick and hoke. What's more, a large audience laughs, loud and long, and it seems to enjoy their legitimate efforts.

Pin the medals on Charles Country and Kenny Brenna, the comics brought here by Harry Hirsch from the Chicago circuit, who are funny skits that are by no means new or original, they put them across by their skillful delivery of lines, ingenious methods and adept handling of all funmaking opportunities. They even enliven the scenes with bits of fresh comedy business that partially disguise the antiquity. In short, this pair demonstrates a true flair for being funny.

Comedians are easily the entertainment standouts in this instance, but the offering on the whole rates as one of the best burlesque shows here since the old Columbia was in days. It includes no less than five young and attractive strip women principals who actually can sing and dance as well as the best of the good singers and a competent straight man and ballroom dancing pair. Not to be overlooked, either, are the contributions of a youthful, peppy line of girls who do considerable snappy stepping, do it well, smile now and then, and apparently enjoy their hard work.

It's a fast-moving, lively revue, exceptionally elaborate for burlesque, slowed up only now and then by a few sentimental, colorful production and ballet numbers. Harry Hirsch has an especial yen. In one respect, however, it travels the familiar burlesque path—adhering to the hackneyed pattern of the stock burlesque scenes between chorus and production numbers. If they could only find a way to vary this routine—even slightly—sending the proceedings off on a new note, and then they'd lessen the impression of

sameness that handicaps the box office. Blonde, comely June St. Clair, Chicago favorite, is the star. Her wardrobe as well as her looks are eye-catching, and she parades gracefully and sings well. Mary Woods, Jean Carter and Louise Phelps, also strip women, all do singing specialties. Marie Voe, straight woman, scores with her dancing and also contributes to the stripteasing. Each of these principals is easy on the eyes and all wear stunning costumes. Miss Carter has an off-stage, suggestive song which adds nothing valuable to the show and is out of keeping with its tone.

Among the Country-Brenna skits are the one depicting the woes of a spitter who, acting on advice of counsel, refuses to pay a \$2 fine and winds up in the electric chair, and another involving two neighboring married couples who mix in each other's domestic affairs with laugh-provoking results. Buster Lorenzo only display a corking pair of pipes, but also proves a first-rate Italian dialect comedian, landing strongly in the laugh column in an interlude with Country. Jack Buckle, in among the tops of burlesque, straight men. Cameron Watson is another singer and Joe Devlin, a dancer. The ballroom dancing couple, Ravaye and Margo, is acceptable.

In the matter of display of bare busts the show, if anything, is overly generous. Strip women, of course, are the order of the night, and does the entire chorus. Production-ballet numbers include a colorful parade during which the girls swing around in a circle, a maypole dance. Costuming, lighting and effects would do credit to the better vaudeville revues.

All in all, the show, as an experiment in cleaner burlesque, with only the nudity, an occasional bluish-tinted gag, and Miss Carter's aforementioned naughty song as concessions to the tasteless, will find an audience on a dull week night and the enthusiastic reception by the customers would indicate that, at least in this town where other stage shows are few and far between, burlesque, in order to succeed, needs only to provide some real talent and meritorious entertainment and doesn't have to wallow in the gutter.

IRVING PLACE, N. Y.

Before the Apollo, further uptown, changed from grind to two-day-a-week house in N. Y. City, operating under that policy. Mickey Bros. operators, have found hard sledding since reopening under the legal license tag.

Current show doesn't evidence much in the way of entertainment. Standout is Chet Atland, singer, who doubles into some of the skits. Comedians are handicapped by a lack of originality. The first, a prominent peeler among the four currently doing their stuff. Production numbers are timely and neatly costumed.

Charlie La Ford, Frank Penny, and Harry Landers, comedians, try hard but never elick. Comedy frequently borders on the indigo but never quite goes overboard. Fewer of the skits and comedy situations was an informal exchange of banter between patrons and actors. When caught some of eggs sprung by jokes and a few of the production.

Strippers are Jackie LaMar, Ann Valentine, Gladys Clark and Jewel Sothorn. Not a prominent peeler on the list, but all smooth enough to make a good number. White line with Chet Atland wherein Atland serenades her from a box, followed by her second strip at the evening. Rest of gals help at one time or another with the comedy.

Production numbers include a Halloween dance with six of the line girls dressed as witches. South Sea Island number, using the whole line, and a Chinese number, bringing out the girls dressed as Chinese maidens.

Line is average in both looks and ability and stand-out only in the opening number, when eight girls go through a routine that is done on a set of stairs.

ELTINGE, N. Y.

General falling off in business, after the crackdown, doesn't seem to have affected the quality of the show. The girls are suffering and with two competitors within 200 feet, night caught (Fri.) this 42d St. burly was near capacity.

Line of six showgirls and nine comedians and dance numbers and parades. The six girls are some of the best looking around, but the line goes to the other extreme, including 'Miss Light'—a blonde, dark, and Fields and Shorty McAllister handle what comedy there is, Silk standing out. Straight man Joe Lyons and singer, a Shiloh, are in some of the comic bits. Another singer, Harry Kane, also swings it. John Jenkins, a personable blonde, confines herself to singing 'Dark Eyes.' In a duet with Shiloh, later, a Sophistic Dancer and 'Some of These

Days' okay. Also shows a creditable tag.

Comedy is the same old stuff, but good for a few laughs occasionally. Highlight is a bar scene wherein Silk buys a bar from Shaw, supposedly during prohibition days. Laughs come via a trick pitcher which pours different colored drinks, lemonade to fool the cops and wine for Silk's gals. Silk is reminiscent of Tom Howard and uses one of Howard's pet gags, the holdup. Fields and McAllister have a couple of bits between them which don't improve in one they are G-men-looking for liquor violators, which leads up to an onstage squabble about who is to have the juiciest part of the evening, a big blonde caught redhanded. Brings the stage manager on to settle it. Rest of the skits don't mean a thing.

Show advertises two strippers from California. Gay Knight and June Marsh, but neither have anything which the eastern gals can't top. Artistic and slow, drawing remarks from an impatient gallery. Sylvia has a more dynamic style, being a blonde, and is better, but only described as roller-bearing. When she bumps she pumps. None except Miss Marsh peel as far as the string.

Production numbers ordinary but handsome sets make them stand out to a certain extent. Costumes provide plenty of color as do drapes, etc., which look to be new. Lighting is okay. Finale is a riot of color.

42D ST. APOLLO, N. Y.

Switch from grind to two-day-a-week house policy seems to be just what this place needed. Change took place Friday (5) opening to a moderately packed house. Show proves that present day burly can still be entertaining without going overboard on the indigo. It fast, and if foreign tour negotiations fail, through with head for the coast, to be followed by Vancouver. With salaries running up to \$300 and Schaefer and Vinson in on a heavy price tag (\$95), it is not much more than \$10,000 weekly, after house split, to break even.

Show is a colorful display that combines topnotch ballet performing with a flair for showmanship. It's divided into three parts. Production end is under the wing of Miss Vinson, with Frances Claudet assisting. With the exception of a prolog, acts are spotted with enough comedy to keep things humming along. Opening stanza is an educational workout by Schaefer and Miss Vinson showing standard figure skating moves by 12 girls and a soloist, which follows prologue, would serve better by the audience and violates good theatre by offering the troupe's stars in a manner that would tend to detract from building up to a sock entrance. The feature, if essential to the program, could be handled as well as lesser lights in the figure skating field.

Second specialty is a fancy speed solo by Miss Claudet. Attractively costumed and well executed, the lady knows her blades. Setting for finale of part one is the Englemann rink in Vienna. Ballet here carries on until the end of the first act, a fire system as company goes through solo figures (Schaefer, Vinson, Claudet, Guy Owen); comic specialty (Lester, a 'Crap' routine) and a police 'Circles' (femme line) and a sweet quartet glide by the stars.

Part two is played against a barnyard setting and unturils an entertainment mixture of comedy, exhibition turns and a series of barn dances, with Happy Hale, champ caller of New England, doing the gaudy.

Part three opens with a 14-girl line routine depicting modern mechanical movements. Turn is done in phosphorescent costumes against a deep blue light. Stunt is not so effective as when done on a stage except when line is stationary. For some reason speed of skating and whirling fails to pick up light reflections as well as in slower motion on stage.

Miss Vinson in here for her ace spot. Scores nicely in a graceful routine, done in a black and blue sparkling costume, of course, too good, this time is it. His very skill is almost a liability to him, as he goes through intricate routines with such ease he gives the impression it can be such a trick as when the Sisters in an acro duet come in here for the show's best huzzahs. Kids practically wrapped up in the proceedings and carried them home with them.

Ted Cave and Alfred Trenkler put on some heavy clowning next, then show goes into a 'Rhapsody in Blue' finale. Trio, eight and pair skating are featured with group numbers assisting, making the whole thing a gorgeous flash. Show runs two hours, including two intermissions.

George H. H. is as musical director. H. L. Garren, musical director. Ronald McRae, sets and costumes. Main choreography is credited to Miss Vinson, with additional numbers by Frances Claudet, Guy Owen, Schaefer, George E. B. Hill, Buie.

B'ham Gets Vaude

Birmingham, Nov. 16.
'Three Cheers for Rhythm,' which opened Friday (12) at the Pantage theatre, brought vaudeville back to the city for the beginning of the winter season.

Show is billed as a musical comedy, with the Diplomats of Rhythm and all-girl orchestra headlining a cast of 44.

Des Moines' Burley

Des Moines, Nov. 16.
Burlesque returned to the President here last Friday (12) after an absence of eight years. New show is headed by Jade Rhodora.

Matt Kolb manages the house.

Hirst Circuit

Week of Nov. 21
'Frisky Frolic'—Hudson, Union City, N. J.
'Sissy Scandal'—Howard, Boston.
'The Light'—Hudson, Union City, N. J.
'Garrison Flier'—Gayety, Washington.
'Prime Polles'—Gayety, Baltimore.
'The Light'—Hudson, Union City, N. J.
'Merry Melody'—Gayety, Cincinnati.
'The Light'—Hudson, Union City, N. J.
'Sean Doyle'—Gayety, St. Louis.
'Pleasure Mad'—Hudson, Toronto.
'The Light'—Hudson, Union City, N. J.
'Folies Rogers'—Worcester, Worcester.
'Cupid's Carnival'—Jacques, Waterville.

Reviews of Ice Revues

GAY BLADES

(NEW HAVEN ARENA)

New Haven, Nov. 12.

It's a long jump from tennis troupe touring to ice carnivals, but Bill O'Brien has made the hop and with apparently as good success in the latter field as the former. O'Brien handled the pro careers of Bill Tilden and a group of other net stars and has now tied up a flock of former amateur ice aces for a winter season of carnivals. Topping his troupe, labeled 'Gay Blades,' are Karl Schaefer and Maribel Vinson, both making their pro debuts with this unit.

This ice show business has taken hefty strides in a short couple of years. Not so long ago it was a trick to assemble anything resembling a full company of skating talent and the top performers stuck strictly to the amateur ranks. Now producers think nothing of sinking a small fortune into manning and dressing up a show of this kind, and the public is going strong for the comparatively new type of entertainment. At the local three-night stand, house did capacity (3,000) each show.

O'Brien admits he knows nothing about ice revues but, together with Francis T. Hunter, he has taken a \$50,000 flyer to learn the game. He is said to have spent close to that amount in the last two weeks of the way and the figure looks pretty near correct in view of the talent, costumes, sets, lighting and a six-week tour of the country.

Show is set for New York, Boston, Springfield, Providence, Pittsburgh, and if foreign tour negotiations fail, through with head for the coast, to be followed by Vancouver. With salaries running up to \$300 and Schaefer and Vinson in on a heavy price tag (\$95), it is not much more than \$10,000 weekly, after house split, to break even.

Show is a colorful display that combines topnotch ballet performing with a flair for showmanship. It's divided into three parts. Production end is under the wing of Miss Vinson, with Frances Claudet assisting. With the exception of a prolog, acts are spotted with enough comedy to keep things humming along. Opening stanza is an educational workout by Schaefer and Miss Vinson showing standard figure skating moves by 12 girls and a soloist, which follows prologue, would serve better by the audience and violates good theatre by offering the troupe's stars in a manner that would tend to detract from building up to a sock entrance. The feature, if essential to the program, could be handled as well as lesser lights in the figure skating field.

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Black Forest Ice Revue

(POLAR WAVE ICE PALACE)

Houston, Nov. 13.

One of the most thrilling exhibitions of grace, speed and beauty ever seen in Houston was presented Friday night (12) at the Polar Wave Ice Palace in the world premiere of the Black Forest International Ice Revue before a discouragingly small house of about 500.

Melitta Brunner, dazzling Viennese beauty, was easily the star of the show, which was fast moving, well balanced and effectively costumed. A remarkably smooth performance was given, considering the short time allotted for rehearsals. Handicapped by previously scheduled classes at the rink, rehearsal had to be held between 3-7 a. m. The audience, though small, was wildly enthusiastic, demanding encores for each attraction.

In striking costumes, designed to set off her blonde beauty, Miss Brunner appeared in three numbers, a Slavic folk dance, set to stirring Russian music; a group of Viennese waiters, and a rumba.

One of the most effective numbers (Continued on page 68)

Toronto Crusaders

Claim Burley Victory;

Ops Blame Poor B. O.

Toronto, Nov. 16.

With one of Toronto's two burly houses, the Broadway, 1,200-seater, dropping strippers and adopting a straight film policy, effective Monday (15), the local blue-law guardians claim victory. They have been crusading against the burles for the last month.

Clifford H. Howard, chairman of the Community Welfare Council and chief enemy of burlesque, is now aiming at the Century, which still hasn't capitulated.

Howard has made a thorough study of strip teases. He says burlesques are worse than in Detroit, not as bad as in Chicago, and on a par with New York houses. He left Monday (15) for London, saying he was going to study the situation there.

Police act as censors here. Claim of the welfare council is that cops are spotted when they visit theatres, and routines are cleaned up for the occasion. After cops' okay, regular routines are reinstated for the rest of the week.

Broadway's manager claims burly is being dropped because theatres got together and decided this town wasn't big enough to make both pay.

Issue Warrants For

Hirst, Hornick in Ky.

Louisville, Nov. 16.

State warrants have been issued for Izzy Hirst and J. J. Hornick, Philadelphia burly impresarios, who operated for a brief season at the National. Hirst was to be in Louisville for the Grand Jury today (Tuesday) for fraudulently operating an amusement business within the state, without first having the business incorporated under the Kentucky laws.

Jimmy James, house manager for the Hirst interests, was arrested as agent for the burly people, under Code 71 of the Kentucky statutes, but was saved from a jail sentence by Abe Bass, local theatre man, who is handling the house for the owners, a local trust company. Bass posted \$5,000 bond for James' release.

J. J. Hornick, associate of Izzy Hirst, who was recently in the city, escaped service of a warrant by disappearing out the rear door of the theatre whilst an officer was entering by the front.

House was opened Sept. 10 as local unit in Hirst burly string, and, according to local authorities, Hirst failed to file proper corporation papers in accordance with State requirements. This action made Hirst liable for fines for each day he operated, ranging from \$100 to \$1,000 a day. House was operated for 95 days under Hirst management.

Sex pic, 'Forbidden,' has been occupying house for past three weeks with Howard Underwood, lecturer and business manager in charge. Biz has been phenomenal and the film has been endorsed by Department of Health, and received recommendation of high school principals of the city.

Variety Bills

NEXT WEEK (Nov. 22)
THIS WEEK (Nov. 15)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

HORTON
Benton (18)
P. & J. Hubert
Tina
Max Chas
Clara Glenn
(11)
Zine
Britt Wood
Fritchfield & L.
Sally Rand
Barry & Menn
Sara Ann McCabe
Bines Girls
Chicago (19)
Carl Fred Co.
Sylvia Brown
Howard & Sheldon
Florence & Alvarez
Burton Pierce
(12)
Woodford Pats
Geraldine & J.
George Beatty
Webb Bob
Ellis Fitzgerald

CLEVELAND
Palace (18)
4 Corgies
Klirby Mac
André Marcel
Lambert
Rio Rita
Hutchinson & L.
(12)
Bines Co.
Sara Williams
3 Swifts
James Melton
Lambert
MINNEAPOLIS
Empire (19)
Eddie Peabody
SCHENECTADY
Proctors (18-20)
Cafe International
TROY
Proctors (10-22)
Donatella Brod & C.
Ray & Trent
Wm. Allen
Mik Douglas Co.
Shaughal Wing Tr

STREATHAM

Palace
Mystery Slinger
Neum Wheeler
Mona Gray

TOOTING

Granda
Tollefson
Ponter
O'Granda Bros

Provincial

Week of Nov. 15

ABERDEEN

Tivoli
Leslie Strange
Taylor & Marie
L. J. Kennedy
Loll Park
L. J. Kennedy
Herbert Caron

ALBANY

Empire
Seina
Ryda Baker
Lola
Nicholas Stanley
Michael & Peru
McDonna & Starr

EDINBURGH

Royal
Cingales Co.
A. J. Povers
R. K. Hattie & Fane
Miller & Deane
Ricardo & Rona
Joe Albert
B. Telford & Ptnr
10 Tiller Gls
H. & P. St. John
Alex Lennox
Darroll Richards

GLASGOW

Larry Adler
Gipsy Nina
Max Wall
Tommy Trinder
Whirlwinds
S. & M. Harrison
Swan & Leigh
S. & M. Harrison
Favillon
Henschel Henner
Brooks Wells
Golden Wonders
Oriental (12)
Kemp & Betty
Nick Lacey

NEW YORK CITY

State (18)
N. T. R.
Pittsburgh
Manley (19)
Ted Lewis
Washington
Faulstich (19)
Fred Warner Orc

Barrie (19)

Spurgans
Mary Mac
Paul Sydel & S.
Harriet Hector Co.
Cordelia Rogers
4 Kradocks
Ted Lewis Orc

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Pittsburgh
Manley (19)
Ted Lewis
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NIG Kirk & H
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J. & B. Vernon
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V. L. Kent
Leon & Eddie's
Leo Martin Orc
Eddie Davis
J. & B. Vernon
Janda Leo
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BROADWAY SHORT OF MUSICALS

'Breathing Spell' Asked By Equity Execs; Unity Proposals

So many resolutions and proposals have been tossed at Equity officers that they have asked for a "breathing spell." That has been told the council by Frank Gillmore, shortly to relinquish his duties as president of Equity to assume active direction of the Associated Actors and Artists of America, parent union of all performers in show business. Gillmore's statement was made during the weekly session yesterday (16) when the special order of business was unity.

Gillmore was advised to engage an assistant, since work has been piling up through the illness of Paul Dingzell, but he figures it would take months to break in someone to handle Equity business. As for the urge for unity, how that can be accomplished is yet to be determined. If an opposition faction continues, as indicated, there always will be differences of opinion, it is claimed.

'Unity' proponents say the legit actors association should be more democratic and that it should be closer to the members. Ways and means to such an end has the attention of one of the many committees appointed by the council. Resolutions have emanated not only from the so-called younger group but from some of the conservatives.

At last week's council meeting it was voted to place in immediate operation the rule against no repayment of rehearsal money to managers. It had first been decided to wait until the rule was carefully studied along with other proposals tentatively adopted but possibly subject to conflict with other rules or constitutional clauses.

Rehearsal pay starts the second week of rehearsals, according to the present rule. However, that is subject to change in light of the limitation of the probationary period from seven to five days. Whether pay for rehearsals shall start the sixth day or whether the former rule will be retained is still to be decided. Around Equity there seemed to be a difference of opinion about the addition of two days to the rehearsal pay period.

League of New York Theatres has protested the Equity rule which allows the cancellation of contracts in the event that any manager declines to follow suggestions of the American Theatre Council. Showman pointed out that such a situation would have Equity dominating the ATC. Rule applies to plans to boost theatre attendance.

Gillmore reiterated his statement (Continued on page 67)

Add 'Tobacco' Bans: New Orleans This Time

New Orleans, Nov. 16. "Tobacco Road," scheduled to open at the St. Charles on Nov. 22, will not be produced because the permit for its production has been revoked by Safety Commissioner Frank R. Gomila at the request of Monsignor Peter M. H. Wynhoven, the same pastor who caused Mayor Edward Kelley of Chicago to stop its showing in that city. Obscenity named as grounds for the order.

Monsignor Wynhoven said he went to the city authorities after he conferred with Archbishop Rummel here. Gomila, Friday (12), instructed Superintendent of Police George Reyer to ban the show as vulgar, and because the clergy requested it be prevented from showing here.

Meantime, members of the Federation of Protestant Women, following a protest by the Rev. Norman Maunz, Evangelical minister, voted to add "Tobacco Road" to the book committee's list of suggested reading matter. He advised the women to read the novel. Other Protestant pastors also urged the church women to read the novel or play.

Mayor Maestri said the banning order "was final" in so far as he is concerned.

Won't Talk, Huh?

Boston, Nov. 16. Ed Wynn was caught flat-footed here last week—and by his own son, Keenan Wynn, the comedian's son, who has a bit part in "Room Service" but who found time to taxi to the Colonial, where his father was starring in "Hooray for What!"

During the Peace Conference scene, Keenan ambled on the stage in the costume of the Abyssinian delegate and sidling over to his pop, burbled, "Hiya, Dad" from behind the bushy whiskers.

No comeback. At least none for the record.

ATC SUGGESTS DRAMA FEST; REPORTS

Brook Pemberton was recommended by Kenneth MacKenna to head proposed N. Y. Drama Festival to be held simultaneously with the next convocation of the American Theatre Council in N. Y. during August of 1938. Action took place at last ATC meeting at the Astor, N. Y., Friday (12). Producer has not yet assented or dissented on job should plans go through.

As outlined, Festival would consist of one classic play, revived pop comedy, dance program, a pageant and two current plays. Also a one-act play contest, lectures for subscribers and view of two legit shows for those who take entire coupon. According to report read at the meeting, legit stars and the Dramatists Guild will also be asked to attend and co-operate.

Report also included Leonard Bergman's committee statement on ticket sales and b.o. conditions. Plans for suburban ticket distribution through S. K. Cartwright's bureau was \$500 per week per play, plus 10% of sales. Improvement of b.o. technique for greater courtesy, a central ticket office for all legit houses, car parking question and sales of ducats through department stores and attendant publicity were included in sheets. Suggestion that all ticket buys be eliminated and a joint office operated at an advance of 15c over the b.o. price with profit going to ATC, was mentioned.

Questionnaires regarding early curtains to aid subscribers were sent out, according to MacKenna, findings to be disclosed when same are returned. In same category an organization of playgoers, similar to the one in St. Louis, was suggested in the report by James Brennan, of IATSE.

Possible that 10 or 20 qualified WPA dramatists will be invited to attend Broadway plays and co-operate during the Festival, report adds. Antoinette Perry, speaking for Apprentice Theatre, was same as at Equity session a week previous, except that she reported that Equity's Council and the League of N. Y. Theatres had each contributed \$350 to the expense fund of rehearsal groups.

Geddes-Paul Opus On Spanish Revolt

Virgil Geddes and Elliott Paul are collaborating on a play based on the Spanish revolution. Nearly completed, but hasn't been shown to a producer, even in outline.

Paul recently authored 'Life and Death of a Spanish Town,' story which came in for considerable critical acclaim.

4 NEW ENTRIES DUE SHORTLY

'Between the Devil,' 'Three Waltzes,' 'Hooray for What?' and 'Right This Way' Out of Town—'I'd Rather Be Right' a Smash—'Babes' a Holdover

NEW PLAYS BETTER

While Broadway is getting into its stride in the number of new plays presented, the season is still backward in musical show production into which much coin has been used, especially by the Shuberts. First musical by the latest to arrive will be "Hooray for What?" dated to open at the Winter Garden, Nov. 30, unless "Three Waltzes" comes in ahead of schedule. "Right This Way" may debut about the same time.

Only two musicals have been presented on the main stem as yet this fall, "Virginia" already withdrawn, and "I'd Rather Be Right," new list leader. "Babes in Arms" is the only holdover.

"Between the Devil," which was brought back from tryout for book revision, went into rehearsal again yesterday (Tuesday). Three leads, Evelyn Laye, Jack Buchanan and Adele Dixon remain in the cast. Reported friction over guarantees to several players is said to have been adjusted. Buchanan, who went to Nassau for a holiday, is not due back until today (Wednesday). Leo Carroll is the only lead not rejoining "Devil." He had a six weeks' contract and is being paid off.

Shubert Productions

Lee Shubert is supervising production on "Hooray," currently in Philadelphia, and "Devil," while J. J. Shubert is in charge of "Three Waltzes," which opened in Boston Saturday night. Reports from there are to the effect that the operetta is also in need of fixing. Some 40 minutes were cut right after the opening. Shuberts were unexpectedly socked recently when poor business forced "The Show Is On" and "Follies" off the road. Inability to hold the original featured players in both shows was blamed for their road failure.

Hannah Williams (Mrs. Jack Dempsey) is understood to be dissatisfied with her before-the-curtain assignments and she may be replaced before "Hooray" reaches town. Jack Whiting is mentioned as joining the show, which stars Ed Wynn. Ethel Shutta will probably replace Kay Thompson.

Managers Snub TMAT Recognition Bid; Case to Go Before NLRB

Board of the Leagues of New York Theatres decided at the meeting held Monday (15) not to enter into negotiations with the Theatrical Managers, Agents and Treasurers union, which sought a working agreement or contract with the managers and set five o'clock of that afternoon as the 'deadline.'

Managers stated they regard the front of the house berths as executive posts. Cannot reconcile their unionization with accepted practices in the theatre, it was claimed. League's board also said it had no power to commit individual managers to a general agreement such as asked by TMAT. That appears to apply to the League itself.

What measures will be taken by the union in another attempt to obtain its objectives will probably be decided this week. Known that TMAT has the advice of IATSE officials and the course pursued is expected to be at their suggestion. One of the first matters which TMAT hopes to adjust concerns a boxoffice wage scale, since it is understood

4-A's Setup, for a Compact Body To Embrace All Branches of Show Biz, Expected OK by Next Month

Honest Payoff

Boston, Nov. 16. Russell Crouse, co-author of "Hooray for What!" working furiously on a sheet of paper in the Colonial theatre office here one night last week, asked a noisy gathering to scam and let him work in peace.

"Revising the script, Russell?" someone asked.

"No, working out a new lead for expense account," was the reply.

HUNGARY FEELS 'INSULTED' BY ATKINSON

Budapest, Nov. 6.

Hungarian papers protested with unanimous vehemence against J. Brooks Atkinson's article in the N.Y. Times in which he scored the Hungarian invasion of Broadway, called Magyar plays "obsolete hot-house plants," and invited Congressman Dickstein to ban them from the United States.

Article was written on the occasion of Broadway failure of Bus-Fetete, "The Lady Has a Heart." Budapest papers, foaming at the mouth, retort that this play also flopped at home and that Bus-Fetete does not represent Hungarian drama. It's the American producers who insist on exporting this type of stuff, encourage our authors to write it, and refuse to buy anything that is a little more weighty and valuable.

This is certainly true. American stage and picture producers buy this lightweight product at a premium; no wonder Magyar authors think it's a good business proposition to turn it out wholesale. But the fact remains that Hungarian drama production shows a downward trend. Our critics and producers complain of it, but if an outsider says so, we are up in arms against him.

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Shakespeare B'way's In-'n'-Outer; 'Caesar' Clicks, 'Cleo,' 'Like' Fold

William Shakespeare had his ups and downs on Broadway last week. One of the most costly revivals of the Bard's plays on record was junked after less than a week, while a low-nut production received immediate acclaim.

'Antony and Cleopatra,' at the Mansfield, was the disappointment, cashing in its chips after five performances. 'Julius Caesar' was the click, leaping off to strong biz at a small theatre called the Mercury, formerly the Comedy.

Third Shakespearean effort, also a low-budget production, likewise faded out of the scene at the end of the week. It was 'As You Like It,' presented at the Ritz by the Surry Players, indie summer group from Surry, Me. Latter troupe, however, figures on doing subsequent productions. In any case, it will remain together for practice rehearsals. 'Like It' opened Oct. 30.

There had been unfavorable reports from the road on 'Cleo,' which starred Tallulah Bankhead. Understood that Rowland Stebbens, the presenter, proposed to keep the show off Broadway, but that the actress desired to make the appearance. Observers believe the production was over-extended, whereas there is no scenery at all for 'Caesar.' 'Cleo' is conservatively placed at \$97,000, with little salvage likely. Figured the manager could have produced five straight plays for what 'Cleo' cost.

Caesar Unique

'Caesar' is probably one of those miracles that happen in show business. Was to be part of a repertory scheduled by a group of independents called the Mercury theatre, and will probably be alternated with two or three other plays, not revivals. Six out of eight reviews were rave. Economy of production appears to have helped the performance, rather than hindered it.

Mercury is said to have raised \$10,000, but the money is to be used for all shows on the schedule. For that reason little was used on 'Caesar,' which played to turnaway business after the premiere last Thursday (11). Regular ads had not been inserted in the dailies up to early this week, probably because of the short bankroll. But one three-inch double-column insertion appeared in Monday's (15) N. Y. Times, the group thanking the critics for their acclaim. Also stated that there would be no change in the ticket scale, topped at \$20 with the gallery at 55c. Announced that tickets are on sale for six weeks. Possible another house will be used for the other shows.

Mercury theatre has not been used professionally for years and is one of the worst located spots in the theatre district. Long known as the Comedy it was virtually discarded and semi-professional groups used it last season. Mercury is on 41st st. near Sixth ave., which is torn up with traffic frequently blocked. If 'Caesar' holds to its starting pace for an appreciable time, it will prove again that the theatre location is not important when a hit comes along.

Mercury was dolled up last season by people said not to be interested currently. Rent is \$10,000 per year, or about \$200 weekly, if used continuously, making it about the cheapest rental on Broadway. Most of the 'Caesar' company is on minimum salary, but several leads are on percentage.

25% Outsourced

Story connected with the presentation concerns a proposal to an accessory man who had in storage a platform designed for the performance. He was offered a percentage interest in 'Caesar' in return for use of the prop, but he wanted to sell the platform for \$125. Group said that was too much and secured another platform.

'Caesar' is played in modern clothes and costumes, including a black-shirted contingent. There is no intermission, play taking 90 minutes. Although no settings are used the performance is punctuated by backstage spotlighting. Show promises to supply as much interest as did last season's twin 'Hamlet' and other resuscitated Shakespearean drama, including 'King Richard II.' It cannot be comparable in gross,

however, because of house limitations and the pop scale.

In addition to its charter subscriber, and the new names being added to the list, the Mercury is reported also honoring a number of subscriptions to the Theatre Union, which folded last spring with one play still due. Many of the Theatre Union subscribers were taken care of under an arrangement with the Theatre Guild, but others, already members of the Guild, could not be handled that way. About 200 Phoenix theatre subscribers are also being accommodated.

Bard Last Season

'Uncertainty of Shakespeare as a b. o. bet on Broadway this season is nothing new. Last season and previous ones likewise saw the same condition existing. John Gielgud's 'Hamlet' was a smash during the 1936-37 Broadway season and repeated on its brief road tour. Leslie Howard's 'Dane,' however, took a passing fancy from New York critics and lost money here. In the case of Howard's expensive production, it was said to have made back the investment during its subsequent tour to the Coast.

Walter Huston, in Max Gordon's production of 'Othello,' was a b. o. last season and the Philip Merivale-Gladys Cooper combination also did a quick fadeout in its Shakespearean repertory try. But Katharine Cornell did big business with 'Romance and Juliet' the previous season, the Lunts were a smash with 'Taming of the Shrew' for the Guild and the Negro unit of the Federal Theatre Project clicked with its version of 'Macbeth.' All in all, the young gent of Avon never knows how he'll be greeted when he shows his face on Broadway.

Idea of producing 'Caesar' in modern dress set in contemporary Italy and with anti-Fascist implications, was first suggested some years ago to the group by Chester Erskin. Matter was quickly dropped, however, at the time.

CHI FTP PLANS ROAD REP COS.

Chicago, Nov. 18. Federal theatre here under the leadership of Harry Minton, long prominent in Midwest in stock and legit production, plans to take to the road with repertory companies. While plans have not been announced generally, the few shown men who have seen the plan worked out in detail consider it practical and helpful for show business.

In the plan, Minton will use Chicago as the key production city and will see that every town from 5,000 up which wants spoken drama will get it. Feelers already sent out indicate that some 90% of these Illinois towns will not only welcome a rep company, but that civic and educational organizations will cooperate to guarantee its success.

In almost every case, the rep company will be sponsored by some civic or educational institution. Letters have been sent out to mayors, chambers of commerce presidents, and educational chiefs of all towns, who have assented to becoming the basis of the guaranteed support.

First company to go out will play three bills, 'Ah, Wilderness,' 'Boy Meets Girl,' and 'Criminal at Large.' Unit is of size which makes it possible for all three to be carried on one truck are already built.

Federal theatre does not expect to make money with the road companies, but hopes to pay all other than labor costs. Guarantees are for the additional traveling expenses incurred only, and most of the money will be spent in the towns played.

At one time as many as 102 companies toured the country. This number has dwindled gradually until Chicago was left last year without a single one headquartered here. Feeling is that if the plan succeeds in Illinois, it will become a national policy for the Federal theatre. In putting forth the plan, Minton sees a possibility of turning over complete companies to legit managers, thus relieving the WPA rolls, as well as getting some of the managers out again.

Current Road Shows

Week of Nov. 15

'Behind Red Lights,' Werba, Brooklyn, N. Y.
'Brother Rat,' Selwyn, Chicago.
'Brother Rat,' Cass, Detroit.
'Barchester Towers' (Ina Claire), Erlanger, Buffalo, N. Y. (18-20).
'Dell's House' (Ruth Gordon, Denis King, Paul Lukas), Shrine Aude, Des Moines, Ia. (15);
Majestic, Minneapolis, (16-18);
Aude, St. Paul, (18); Parkway, Madison, Wisc., (20).
'Ghost of Yankee Doodle' (Ethel Barrymore-Dudley Digges), National, Washington, D. C.
'Hoary for What' (Ed Wynn); Forrest, Philadelphia.
'Housemaster,' Chestnut St., Philadelphia.

'Learning on Letty' (Charlotte Greenwood), American, St. Louis (14).

'Love of Women' (Heather Angel), Shubert, New Haven, (16-17); Wilbur, Boston, (18).

'Merely Murder,' Ford's, Baltimore.

'Richard II' (Maurice Evans), Hanna, Cleveland.

'Right This Way,' Cox, Cincinnati.

'Room Service,' Copley, Boston.

'Room Service,' Royal Victoria, Victoria, B. C. (15); Empress, Vancouver, B. C. (16-17); Metropolitan, Seattle, (18-20).

'Show of Shows,' Fox, Butte, Mont. (14); Capitol, Yakima, Wash. (15); Music Hall, Seattle, (16-17); Aude, Portland, Ore. (18-19); City Aude, Sacramento, Cal., (20).

'Stage Door' (Joan Bennett), Nixon, Pittsburgh.

'Three Walzes,' Opera House, Boston.

'Tobacco Road,' City Aude, Beaumont, (15); Majestic, Houston, (16-17); Orpheum, Waco, (18); Melba, Dallas, Tex., (19-20).

'Tonight at 8:30,' Metropolitan, Seattle (14-16); Empress, Vancouver, (18-20).

'Tovarich' (Maria Abba), Shubert, Boston.

'Tovarich' (Eugene) Leontovich, Davidson, Milwaukee.

'Victoria Regina' (Helen Hayes), Royal, Alexandra, Toronto, Can.

'Women,' Erlanger, Chicago.

'Yes My Darling Daughter,' Grand Opera House, Chicago.

'You Can't Take It With You,' Harris, Chicago.

'You Can't Take It With You,' Plymouth, Boston.

'You Can't Take It With You,' Community, Hershey, (15); Capitol, Shamokin, (16); Majestic, Williamsport, Pa. (17); Soldier and Sailor Aude, Trenton, N. J. (20).

RAH-RAH 'STRAIGHT SCOTCH' TO BERMUDEA

Boston, Nov. 18.

Typical of the ambition of the Harvard Dramatic Club to bring out innovations are the plans for the inaugural play of its season. Not only will the Crimson lads introduce a new play, as is their wont, but they will also take it on tour after the Boston tryout, with Bermuda the last stop on the road. 'Straight Scotch,' a comedy by Francis Hart, Jr., 'about people fond of dogs and chickens and who think of not much else,' will be premiered at the Peabody Playhouse here Dec. 7.

Next it will go to Worcester, Northampton, Hartford, and will wind up in Bermuda the last week of December. Hart will also stage the piece, as he did 'Dog Beneath the Skin' last season.

Palm Springs to Have Legit, Variety House

Palm Springs, Nov. 18.

Mrs. Con Conrad has taken over the Palm Springs theatre here through an arrangement with Earl Strebe. Plans to present new Broadway productions each Friday and Saturday night through the season, with Robert McLaughlin directing.

House also will offer variety bills with stellar lights from stage and screen. First legit show to go on will be 'You Can't Take It With You.' First original will be a new play by Tim Anthony McGuire. House opens first week in December, with a \$5 top.

Inside Stuff—Legit

With the presentation of 'Julius Caesar' in modern clothes last week at the old Comedy, N. Y., now called the Mercury, Orson Welles and John Houseman, its presenters, emerged as two of the cleverest showmen connected with the WPA Theatre Project in New York, from which they withdrew last spring. They secured a leave of absence from WPA when the latter ordered them to ditch 'The Cradle Will Rock' and did not rejoin. Show went on after a fashion at the onetime Jolson's theatre and is slated for showing again by the Mercury group. Marc Blitzstein, who composed the score for 'Cradle,' supplied the music for 'Caesar.'

Welles, who plays Brutus in the bare stage 'Caesar' which drew rave notices, is an American actor who went abroad and appeared with the Abbey Players and the Gate Theatre, in Ireland, also being in one of Katharine Cornell's casts here. Houseman has adapted several plays. He was in charge of the colored cast of 'Macbeth,' a WPA novelty at the Lafayette, Harlem, last year and assisted in the direction of Leslie Howard's 'Hamlet.' They teamed in the presentation of 'Dr. Faustus' under the same auspices at the Elliott, that revival also attracting attention.

Beatrice Kaufman, wife of George S. Kaufman, who co-authored the book of 'I'd Rather Be Right' with Moss Hart, her coat during intermission at the premiere at the Alvin, N. Y. She strolled to the lobby, leaving the fur on her seat. Garment, reputed to be valuable, was thought to have been lifted by a female thief, although the identity of virtually every person on the lower floor was known. There were special guards at the entrances and no one was allowed to enter the lobby without a ticket. Several cops were also on hand, though fewer than usual at an important opening, because it was Election night.

Richard Rodgers, who wrote the score of the show, conducted the orchestra during the overture, but he first kissed his wife for good luck. She was seated in the last row. George M. Cohan, as President Roosevelt, is working with a rubber ankle brace. He tripped over a cable backstage while the show played Baltimore. Injury, however, does not prevent his dancing.

Competing legit agents were all summoned to a meeting at the Max Gordon office last week (10) by Ben Boyar to cast Ward Green's new play, 'Honey.' Possibly the first time the 10%-ers have all been in the same room together, Boyar's plan, he stated, was to show no favoritism, which he said he had been accused of. Several present are not exactly the best of friends and didn't care much for the vis-a-vis stuff.

Agents were told what types were wanted and asked if they could cast without reading the script. Only one, Mildred Weber, of the William Morris office, thought so, but later had read the play, which was sold through that agency. Two offices sent no reps, having previously gotten wind of what was up.

Reported that Juliet Forbes, currently in 'Brother Rat' at the National, N. Y., is set for the title part in 'Honey.'

John Anderson, critic for the N. Y. Journal, came a cropper last week in writing a belated review of 'Processional,' WPA revival at the Elliott. Panned the show a 11 more than once stated it had closed, but 'Processional' is selling tickets in advance, including New Year's eve, and is the most successful WPA play of the season.

Following day Anderson wrote a correction: I owe the Federal Theatre an apology. On what I thought was infallible authority (the word of another critic) I reported here yesterday that the revival of John Howard Lawson's 'Processional' had failed and has been taken off. I was vigorously informed that this was not so and that the play is still running. My innocent error sprang from carelessness and not wish-fulfillment. I do not mind how long it runs as long as I do not have to see it again. It just shows, I suppose, that I shouldn't trust a critic, especially one who likes 'Processional' better than I do.

There will be no change in the personnel of the Lyceum theatre, N. Y., because of the suicide of Spencer Bellheim, who was president of the operating company, called the Lyco Realty Corp. Deceased's estate will be handled by John Burke, a Long Island attorney. Bellheim's successor at the Music Box, where he was treasurer, is Charles Thomas who, last season was assistant, which job has been given to Murray Lang.

Two special agents who have been delving into alleged tax irregularities both on the part of agencies and b.o. people on assignment from Washington, attended the funeral services. They stood directly behind the widow when she collapsed at the funeral parlor.

Late Winthrop Ames had one fling in Hollywood when Jake Wilk of Warners induced him to direct the picture version of 'Old English,' in 1930. Star of the film as well as the play was George Arliss, who was under the Ames management over a considerable period. Producer liked the Coast activities and might have counted in the making of other features, but his health failed and he seemed to lose interest in show business.

Arliss was present at the premiere of 'Young Mr. Disraeli,' which opened and closed at the Fulton, N. Y., last week. Star portrayed the statesman on the stage and screen, but played 'Disraeli' after the latter had become England's prime minister. He made no comment on the play.

Theatre Guild offered its subscription time out of town to a costly attraction, but the idea was nixed. Show regularly played a week stand in the east and grossed \$10,000, whereas the subscribers there might have upped the takings by 50%. Split-week followed, with the show going further into the red. Result was it came to New York ahead of schedule. Figured there are other reasons involved.

'Yes My Darling Daughter' accepted the Guild subscriptions in Chicago, which carries along the American Theatre Society. Booking is limited there and the 'Daughter' management decided to get the coin pronto. Last week's gross of small cast comedy topped \$18,000.

Complaint was made to Equity by the cast of 'King Richard II' over backstage conditions at the Shubert theatre, New Haven. Players alleged the robe used in the show was filthy and claimed some of the rich wardrobe used in the show was damaged.

Equity forwarded the complaint to the New Haven Board of Health. Also, to a daily there.

First two sets made for 'I'd Rather Be Right,' at the Alvin, N. Y., and later tossed out, were designed by Albert Johnson. Scenery finally used came from Donald Oenslager, although the general designs are similar. Oenslager's setting was used first during the Baltimore engagement of the show.

Richard Watts, Jr., when told that Maxwell Anderson went to bat against him last week for not liking the Surry Players' presentation of 'As You Like It' cracked, 'Anderson thinks he wrote it.'

Henry Coote, of the Shubert staff in Boston, was recently wed to Julia Nash. She was divorced some time ago from Henry Chesterfield.

Harbach-Hammerstein-Kern

Otto Harbach will start work in Hollywood with Oscar Hammerstein, 2d, and Jerome Kern on a new musical which they plan to do next spring.

First time since 'Sunny' that these three have worked together on a show.

DULZELL IMPROVED

Paul Dulzell, executive secretary-treasurer of Equity, is reported recovering from intestinal influenza at his home in Flushing, L. I.

He was permitted to take nourishment for the first time late last week.

N. Y. License Comm'r Moss Looks Set for 2d Term; Some Opposition?

Resignation of Paul Moss, N. Y. License Commissioner, will be turned in Dec. 31, along with those of other heads of municipal departments. This was made public shortly after the reelection of Mayor La Guardia in a statement by him to that effect. That Commissioner Moss will be reappointed is probably in the bag. That is, unless there is a great deal of public protest between now and Jan. 1. Such a move might arise since efforts by Moss to act as an unofficial censor in matters pertaining to legit has revived discussion of his activities in that connection.

Anti-censorship groups stated that while they contemplated no immediate action, they would continue to tolerate no official interference with productions, whether from present or future commissioners.

Moss himself seems confident of reappointment from the tone of his speech recently at the Actors Equity meeting. While he made no direct reference to his continuing in office, he spoke of matters which could be attended to after Jan. 1, leaving the impression that he would be there to continue as License Commissioner.

The appointment is of interest to the entire theatrical business since the License Commissioner has become the most powerful single individual connected with Broadway. Were it not for restrictions of public opinion, he could now close any show on the street through his controlling the license of every playhouse in New York. In his actions against burlesque it is generally understood that he had more than mere tacit support from City Hall.

The forces which are unsympathetic to Moss' reappointment are not so much concerned with the closing of burlesque theatres, but the manner in which it was done. The application for renewal of licenses was held up, without the Commissioner having any manuscripts before him. Had he had such a manuscript, he couldn't have told anyhow, as the action which goes into the performance is what would probably be considered objectionable, even if the script were lily white. Not only has burlesque been banned, but the title forbidden. It is pointed out that it is a slight step from here to musical show, as Earl Carroll used to produce, and that if the Commissioner now desires he can condemn any house. Such action against the brick and mortar can stop any script.

Jury Trial First

It is contended by the anti-censorship forces that a show ought to be barred if convicted by a jury for obscene. Any such action, it is stated, should be brought before a court with an accusation of the law having been broken. At the present time the License Commissioner is both judge and jury.

Consequently there is a considerable feeling by some that the present commissioner may have acted arbitrarily. While many do not personally object to Moss, it is nevertheless felt that the precedents created by him, in his first term, are such that a successor might easily abuse them.

When Moss first went into office four years ago, he circularized legit managers with a letter suggesting that it might be best for him to attend all dress rehearsals. These suggestions were sharply turned down by the managers and although efforts have since been made by him from time to time to attend previews or dress rehearsals, the matter has been dormant since.

Those opposed to censorship activities are still smarting under the jolt that they received by the action taken against the burly houses. They also recall that Moss took no active stand against the Dunnigan bill, which would have enhanced the power of his office.

At the recent Equity discussion meeting, Moss was scheduled to 'try to justify his ability to close theatres.' He did not, however, discuss the matter at all, limited his subject to the possibility of a municipal theatre and dealing with ticket brokers.

Chinese Shadowplay Troupe Touring South

Charlotte, N. C., Nov. 16. Red Gate Players, Chinese shadowplay troupe, is in this section filling bookings, mostly at colleges and with community concert groups. Company, described as the only group in America trained in this field, was formed by Pauline Benton, who made a study of the shadow play among the native companies in China.

Actors of the shadowplay stage are gaily colored parchment figures, who perform fantastic feats and move and dance across the screen in realistic fashion and in stylized movements. Miss King Lan Chew, Chinese concert dancer, appears on the program in several numbers. Plays are all accompanied by music, played on Chinese instruments.

Maurice Evans' 'Henry' Preem Dec. 15, Philly; Criz, but No Criticiz

Pittsburgh, Nov. 16. Maurice Evans, looking ahead to a season of repertory next year, spent all of his spare time here last week rehearsing Shakespeare's 'King Henry IV' (first and second parts) with a group of local actors. Evans plans to test it for the first time at a special matinee in Philadelphia Dec. 15. Actor plans to invite New York reviewers down for a look at the production with the understanding that they aren't to write any criticisms, however.

In 'Henry,' Frederic Woodcock, now playing Bolingbroke in Evans' 'Richard II' will play the title role, with the star appearing as Sir John Falstaff and Eleanor Phelps, Queen in 'Richard,' as Lady Percy. Remainder of Evans' repertory hasn't been set, although he says it will possibly include full-length version of 'Hamlet,' a revival of a Shaw play and a modern comedy.

SUPER-LEGAL JURY IN INDPLS. 'NIGHT JAN. 16'

Indianapolis, Nov. 16. Civic theatre, presenting its second production of the season, 'Night of January 16,' had a jury of bona fide judges for opening night stage jury. Those in the box were Judge Joseph T. Markey, of Circuit Court; Judges Herbert E. Wilson and Joseph R. Williams, of Superior Court; Judges William F. Dudine and William P. Bridwell, of the Appellate Court; former Judge A. J. Stevenson, of Hendricks county circuit court; Judges Dewey E. Myers, Wilfred Bradshaw and Charles J. Karabell, of the Indianapolis Municipal Court; Harry O. Chamberlin, former Judge of the Superior Court; Judge James P. Hughes, of the Supreme Court, and former Judge James P. Watson, of Carroll county.

This jury brought in a verdict of 'not guilty,' which drew the usual dressing down from the stage judge, according to the script. Their honors took it smiling.

'Road' Harvesting Road

'Tobacco Road' on the road continues to clean up in the middle west. Going into Texas last week the drama grossed \$16,814 in one-nighters. Stands included Ft. Worth, San Antonio and Austin.

Road show's takings have been two and one-half times greater than the New York company, current and still profitable at the Forrest.

'Delight' for London

London, Nov. 8. 'Idiot's Delight' has finally been set for England. Robert E. Sherwood's comedy will open at the New Theatre, Oxford, Jan. 24, and will tour the provinces for six weeks before coming to the West End.

Raymond Massey will have the lead, with either Gladys Cooper or Tamara Geva mentioned to play opposite.

Pitt Musical Famished, Gets 'Hooray' and 'Devil'

Pittsburgh, Nov. 16. Town's recent laments over the absence of legit musicals so far this season have brought a quick answer and the Nixon will get two in succession before the holidays. First is Ed Wynn's 'Hooray for What!' which plays the week of Nov. 29, after a fortnight in Philly and just ahead of Broadway opening. Other, which follows it, will be the Shuberts' 'Between the Devil,' which is to be tried out in revised edition.

By the time the Wynn frolic gets here, the season will have been three months old, with 10 shows having played the Nixon sans a single tune, except for Charlotte Greenwood's musical epilogue in 'Leaning on Letty.' Town's invariably a push-over for musicals and the two shows on the way are expected to clean up because of recent song-and-dance famish. Last piece of the type to play locally was 'On Your Toes,' last January.

Now It's Hugh Sinclair, Valerie Taylor Tiffing With the Shuberts

Dispute over return transportation to London for Hugh Sinclair and Valerie Taylor, brought over by the Shuberts for 'Love of Women,' now being tried out, will probably be arbitrated. Management contends the transportation will be furnished if the players sail immediately after the engagement ends, but the actors insist on this side for an indeterminate period.

Shuberts seek to apply the equity rule which stipulates that when players are engaged for Coast engagements they must return east within 30 days after the show closes if accepting return transportation. Arrangements between the British pair and the Shuberts was by cablegram, Equity being on the sidelines. Players insist there were no strings on the return fare arrangement.

KATHARINE W. KELLY, ACTRESS, SUICIDES

Cleveland, Nov. 16. Katharine Wick Kelly, leading lady at Cleveland Play House since it was founded 22 years ago and wife of Frederic McConnell, its director, ended a long siege of illness by leaping from her fifth floor apartment in the swank Cleveland Club.

Actress, who was 49, had recently returned from a sanatorium after futile treatments for nervous trouble and melancholia. Wearing only a pink night dress, she made her suicide jump several hours after husband had left to attend a theatre meeting.

Last stage appearance was during the 1936 season in 'Within the Gates,' although she and McConnell took a staff to Chautauque, N. Y., for summer performances. She was dramatic director of People's Theatre, N. Y., at one time when George Arliss and Walter Hampden were associated with it, but most of her professional life was spent in her home town.

'Four Cents' Off, Mebbe For Good; \$20,000 Cost

'Four Cents a Word,' which was to have been presented next week at the Windsor, renamed from the 48th Street theatre, N. Y., has been temporarily or permanently shelved by Cheryl Crawford, new producer who has several other plays for presentation. About \$20,000 was put in the piece, written by John Cecil Holm, former actor.

Differences over revision of the script caused the withdrawal, although it was announced that the work could not be done because Holm had been taken ill. Miss Crawford decided to call off the show after a run-through Saturday (13) night. At the time Samuel and Bell Spewack had been called in, but it is understood that Holm and the 'Boy Meets Girl' authors could not agree on procedure. Understood the play has third act trouble.

Romney Brent, one of the featured players, came over from London to appear in 'Four Cents,' first play Holm has written since 'Three Men On A Horse.'

Six Agencies Rapped for Not Stamping Tickets; More Worries

Kaufman-Hart Cleared Of Plagiarism Charge

Complaint brought by Virginia Gordon against George S. Kaufman and Moss Hart, authors of 'You Can't Take It With You,' alleging infringement of her copyrighted play, 'Rash Moments,' was dismissed last Saturday (13) by U. S. District Court Judge John C. Knox.

Knox declared, 'From my perusal of the script of the plaintiff's copyrighted play and that of "You Can't Take It With You" and after giving consideration to the analyses of both works, which have been supplied by counsel, I am entirely satisfied that the defendant has not infringed upon anything contained in "Rash Moments." Absence of copying is so obvious that I do not find an argument in support of my conclusions to be necessary.'

Complaint was dismissed with court costs and an award to counsel for the defendant in the sum of \$500. Howard E. Reinheimer was attorney for Kaufman and Hart.

Can't Scram Navy To See Own Show Preem, Composer-Gob Burning

Cleveland, Nov. 16. Sea ballads at the present moment are sounding just like funeral dirges to Bradford Greene, although he's a song composer. Outlook was so tough seven months ago on Tin Pan Alley that he signed for six years in the U. S. Navy to be sure of coffee-and.

A month after he joined, Alice Alexander, 23-year-old legit producer, bought his musical score for new comedy 'Right This Way.' More salt was rubbed in during its break-in last week at the Hanna when the cricks raved about his songs and plugged him as a comer. Also had them boosted on a NBC red network broadcast.

Now young Greene is burning because the breaks are coming and he can't take them. Naval official turned thumbs down emphatically when he put in application for a permanent discharge. Producer and friends are pulling wires, even writing to President Roosevelt, but sans results so far. Tune-writer got a 90-day leave to see the preem and, since extension of time was refused, must report to his ship Nov. 23 without seeing Broadway opening, if and when.

'PORGY AND BESS' COAST REVIVAL

'Porgy and Bess,' the operatic form given the colored cast drama 'Porgy' by the late George Gershwin, will reach the boards again. Rights have been purchased by Merle Armitage, Coast concert impresario, who has dated the start of the presentation for early in February at the Philharmonic, Los Angeles. Attraction is also slated for San Francisco.

'Bess' was presented at the Alvin. N. Y., in the fall of 1935 by the Theatre Guild. It attracted much attention, but after a moderate run ended in the red. Show, however, is figured as a novelty for Coast music lovers. Original cast is to be engaged by Armitage, on the understanding that all players are available. Production will be built in L. A.

'Rat' Authors to N. Y.

Fred Finkelhoff and John Monke, Jr., having wound up their pic scripting assignment on the Coast, will both be back in New York this week. Former, after a stopoff in Chicago to see the No. 2 company of 'Brother Rat,' arrived back late last week. Latter, played in New Orleans, Chicago and Cincinnati to see both the No. 2 and No. 3 troupes of the comedy. He will arrive late this week.

Authors, who collaborated on 'Rat,' haven't indicated what, if any, plans they have for more legit scripts. Figured George Abbott, who produced and staged 'Rat,' would get first crack at anything the pair get around to writing, however.

Six New York ticket agencies which admitted not stamping tickets sold at premium as required by the admissions tax law were fined by Judge John C. Knox in the Federal court Monday (15). Levies were not the \$100 limit provided by the law. Court ordered the brokers to pay \$50 on each count; that is, per ticket placed in evidence.

Counsel for the agencies stated there had been no intent to defraud and that the sales price of the tickets was entered on the books and the tax paid. Law, however, provides for stamping the name of the agency and marking in the sales price. Because of returned tickets and interchanges between agencies, the provision is claimed to be virtually impossible of compliance, the brokers claim.

In some instances, they also stated, merchants who buy tickets for buyers have erased the data stamped on the reverse side. Recently theatres were ordered to use tickets carrying seat locations on both ends, so that the agencies can be checked. Theatres keep all tickets for three months, in case of an inspection.

Not-stamping matter is an additional worry to most brokers, against whom there are heavy assessments plus penalties for tax monies which the government claims. But the stamping thing is a burn-up for them. Assessments were figured on the basis of three months' business where records were not complete. In some instances there was no indication of irregularities, but an assessment was made anyhow.

Efforts to eliminate the pyramided tax on tickets sold at a premium and some means at arriving at a settlement of the assessments are progressing. Agencies listed included: Jacobs Ticket Office, \$250; Newman's, \$200; Park, \$200; Acme, \$200; Beckhardt's, \$100; Supreme, \$100. There are 16 other agency cases awaiting disposition, including some that were adjudged as having evaded the law by juries. No fines were meted out to agency clerks who admitted no stamping.

Prof. Maude Adams Celebrates Her 65th Birthday Quietly

St. Louis, Nov. 16. Miss Maude Adams celebrated her 65th birthday Thursday (11) by indulging in her daily stint of 14 hours of work as Professor of Drama at Stephens College, a girls' school, at Columbia, Mo. The only other concession the celebrated 'Peter Pan' of the American stage made on the momentous occasion was accepting an invitation to breakfast at the home of James M. Wood, president of the college.

Miss Adams, who emerged from 17 years of retirement several weeks ago to head the dramatic department of Stephens College, arose at 5 a. m., made her own coffee and plunged into her work that saw the start of rehearsals of four casts of 125 girls for Rostand's 'Chanticleer,' which is to be the first play presented at the college. At 8 a. m. she accepted President Wood's invitation to breakfast and then continued her work.

While Miss Adams' contract was for two months' duration Wood hopes she will remain at the school for an indefinite period.

Sablon, Zorina For Rodgers-Hart 'Angel'

Jean Sablon, imported NBC tenor, is being considered by authors Richard Rodgers and Lorenz Hart for a part in their proposed 'I Married an Angel.' Vivienne Siegel, as comedienne, Don Ackerman, west coast dancer; George Balanchine, balletist; and Zorina, lead in Goldwyn's 'Follies,' are already set.

Authors are sailing for Europe on different boats and will meet there to work on materials. Returning here around Xmas week, show will probably go on around the first of the year and give time to complete the first crack at anything the pair get around to writing, however.

Chi Cheerful: Daughter' \$16,500, 'Women' \$16,000, 'Can't Take' \$12,000

Chicago, Nov. 16. Legit grosses here climbed slightly last week in nearly all quarters. Led by the comparative newcomer, 'Yes, My Darling Daughter,' the list chalked up some nice figures, particularly for one reason, since the pic grosses eased off somewhat.

Not much more excitement is expected for the week until after Christmas. Coming in then will be 'Victoria Regina' for the Erlanger, following the current 'The Women.' However, there is a possibility that 'Doll's House' will come into the Grand immediately after the current 'Yes, My Darling Daughter.'

Estimates for Last Week
'Brother Rat' (13th week) (1,000; \$27.75). Held even last week, still turning in steady profit at \$10,500.

'The Women' (Erlanger (9th week) (1,300; \$27.50). Announcing as leaving on Nov. 27. Has been a real money-maker here despite scraggly newspaper reports. Femmes jammed in, however. Last week up a bit to \$16,000.

'Yes, My Darling Daughter' (Grand (3rd week) (1,300; \$27.50). Figuring on a four-week run. Has done well with plenty of solid bolstering from subscription sources. To \$16,500 last week, good.

'You Can't Take It With You' (Harris (41st week) (1,000; \$27.75). Just rolls along, but not a worry in the world, \$12,000.

WPA
'Ma and Pa' (Northwestern. Closed Saturday (13) after good seven-week stay.

'The Straw' (Blackstone. Strong word-of-mouth.

Richard II' Sour 13G, Pitt; Evans 'Unknown'

Pittsburgh, Nov. 16. Biggest disappointment of legit season so far was showing of Maurice Evans' 'Richard II' at Nixon last week. Figured to be a smash on the strength of Broadway success for a year, the attraction opened to a slim advance sale and never got started except at two mats, winding up weekly at \$13,000, plenty in the red. Critics raved recklessly, even grudging more ecstatically than their Broadway colleagues, but made little headway. The play, which he was still an unknown quantity.

'Stage Door' with Joan Bennett is current and away to join a fair share. Following 'Victoria Regina,' with Helen Hayes, the Nixon gets a couple of musicals, first of season, in 'Hooray for What!' and 'Between the Devil and the Deep Blue Sea,' which up to Xmas week, which will more than likely be dark.

Estimate for Last Week
'Richard II' (Nixon (2,100; \$33.00). Several grand below expectations, finishing up plenty behind at \$13,000. Bankhead's 'Cleopatra' recently closed in town, but the picture was a while and stiffest top of season so far, \$3,300, figured a little too high for a star who's not yet very well established on the road.

Helen Hayes Wow Again; \$19,600 in 6 Times, Buff.

Buffalo, Nov. 16. Helen Hayes, playing 'Victoria Regina' four nights and two matinees here last week, grossed \$19,600. Figure represents standing room for four shows and practical sellout for the balance.

'Show' Poor 7G, Denver

Denver, Nov. 16. In three performances, two night and a matinee, the 'Rise and Shine Show' did only \$7,000. The opening night was good, with the matinee on the second day and the second night being way off.

DENVER BULLISH

Denver, Nov. 16. With 'Room Service' booked for three performances at the city auditorium Nov. 27 and 29, and 'Tonight at 8:30,' at the same spot Dec. 1-4, advance sales indicate crowds will be good.

Arthur M. Oberfelder, who books these shows locally, also has 'Yes, My Darling Daughter' coming in on Dec. 17 and 18.

Future Plays

'Whither America,' to be joint venture of Leonard Sillman, Elsa Maxwell and Sam H. Grisman, a new title for combining dramatic reviews, 'Calling All Men' and 'New Faces of 1938,' tried out on Cape Cod last summer.

TOVARICH' 10G, MPLS.; LEGIT BEST IN YEARS

Minneapolis, Nov. 16. Legit dramatic season got off to a good start here last week when 'Tovarich,' with Eugene Leonovich, grossed slightly more than \$10,000 for four nights and a matinee at the Lyceum, new legit house. Current is 'Doll's House' with four-star cast, and 'Yes, My Darling Daughter,' which will come into the Grand immediately after the current 'Yes, My Darling Daughter.'

HUB BIZ OKE, TOVARICH' 13G

Boston, Nov. 16. Legit biz recession was bolstered nicely last week by an influx of hinterlanders who sought seats for whatever show they could buy. 'Tovarich,' its first week, and 'Hooray for What!' in closing second week, ran about neck-and-neck to lead the town. But no startling takes recorded anywhere.

'Ghost of Yankee Doodle,' with Ethel Barrymore and Dudley Digges, got good support from the big Guild subscription list, but was a little light otherwise. 'Doll's House' and 'Tovarich' drew strong matinees, with contrastingly weak evening biz. 'Hooray for What!' trying out here for two weeks, was somewhat of a headache and there was talk of Ed Wynn bringing into the show. Although speeded up and revised in vital spots, it was not received as a hit in this town.

'Room Service' has put out the 'last two weeks' notice, which will make it a nine-week run. 'Three Waltzes,' with the Strauss, closed last week, opened Saturday (13) at the Opera House. 'Love of Women,' starring Heather Angel, comes into the Wilbur Thursday (16), followed two weeks later in New Haven. 'Between the Devil and the Deep Blue Sea' is slated for the Shubert Dec. 6.

Estimates for Last Week
'Hooray for What?' (Colonial. Placidity received by public, though applauded by the press, this Ed Wynn starler left town Saturday (13). Final week was around \$13,500.

'Tovarich,' Shubert (\$27.75) (2d week). Getting rush from matinee crowd but slightly off after dark. First stanza okay \$13,000. Three more weeks. Under Guild auspices. 'Ghost of Yankee Doodle,' Wilbur. With the help of the Guild subscribers and faithful Barrymore fans here, plus some floor cutting when necessary, 'Doodle' capped around \$10,000 for final frame. Last Saturday night (15).

'Can't Take It With You,' Plymouth (\$2.50) (11th week). Still rolling along merrily in \$11,500 groove. No sign of folding yet. 'Room Service,' Copley (\$2.50) (7th week). Struggling along in final weeks (two more), grabbing around \$5,000 for sixth frame.

'Doll's House' 12G, St. L.

St. Louis, Nov. 16. Despite opposition from the opening of the professional hockey season that drew another 7,000, 'A Doll's House' grossed \$12,000 at the American Theatre for 13 performances, ending Saturday (13). With the house scaled to \$2.50, 'Leaning on Letty,' with Charlotte Greenwood in the top role, began a week stand Sunday (14). Legit season thus far is well on its way to most prosperous in many years and support given town's only legit theatre by the appearance of Ethel Barrymore, who became something of a local favorite again through guest starring with old National Theatre Players in last two seasons, is stirring up interest too.

Next on tap is opening of Luella Gear in 'To Be Continued,' bowing Monday (22), to be followed by Maurice Evans in 'Richard II.'

\$16,500 'Door,' Wash.

Washington, Nov. 16. 'Stage Door,' with Joan Bennett in the lead, pocketed approximately \$16,500 last week at the National at a \$2.75 top. Current is 'Ghost of Yankee Doodle,' fourth American Theatre Society offering of season and consequently assured of packed houses by subscription. Appearance of Ethel Barrymore, who became something of a local favorite again through guest starring with old National Theatre Players in last two seasons, is stirring up interest too.

'Rat' \$10,500, Cincy

Cincinnati, Nov. 16. Cox theatre, seating 1,336, did a fairly good \$10,500 last week on 'Brother Rat' at \$2.26 top. Biz peaked in last half of season with a sellout Saturday matinee and night. On previous week house did only \$5,500 with Tallulah Bankhead in 'Antony and Cleopatra.'

House has 'Right This Way' currently at \$2.75 top, to be followed by Joan Bennett in 'Stage Door' and, for week of Nov. 29, Fredric March and Florence Eldridge in 'Your Obsident Husband.' Later has a \$3.30 top.

'Can't Take' Hot \$18,600, Balto; 'Richard' Current

Baltimore, Nov. 16. Okay response to the current legit season here held up for 'You Can't Take It With You' at Ford's, registered close to capacity at \$18,600 last week. Bullish advance and steady play for every performance. Current week has 'Merely Murder,' presently showing with new Laurence Rivers whodunit at Ford's, with 'Richard II' listed for next week against 'Behind Red Lights' scheduled for the indie-booker Maryland.

Estimate for Last Week
'You Can't Take It With You,' Ford's (1,988; \$27.80). Solid going for every performance with near capacity \$18,600 the week's total. Strong mail order and advance sale.

'This Way' Sad \$7,000, 'Richard' Current, Cleve

Cleveland, Nov. 16. Although the first musical and premiere of the Hanna's season, 'Right This Way,' took a cruel beating from both the critics and public, which didn't budge to pull it out of the red. Show by Marianne Brown Waters and Brad Greene had trouble in grossing even \$7,000 in Broadway showing with new Laurence Rivers whodunit at Ford's, less than expected. What also made it tough was the low ticket scale, \$2.50 top, yet only the balcony seats had a good sale.

Consensus of opinion was that the new musical was too spotty and ragged, but had bright possibilities if doctored expertly. Authors and producer, Alice Alexander, spent the week polishing it, but first-night notices were so unfavorable that the majority of regular patrons shied off. After the first night, the show moved to Cox theatre, Cincinnati, for second week.

Maurice Evans' current 'Richard II' looks more promising, following on the heels of Alexander's 'Love for Nov. 23 and then 'Victoria Regina.'

Estimate for Last Week
'Right This Way,' Hanna (1,435; \$2.50). Good tunes, but poor book and rough opening performances got it off on wrong leg, disappointing \$7,000 for seven performances.

FTP Philly 'Nativity'

Philadelphia, Nov. 16. Philly unit of Federal Theatre is setting a Christmas show for Convention Hall, possibly with free admittance to all comers. Tagged 'Show of the Nativity,' Directors looking for a tie-up with one of the papers in town.

Neg. branch of FTP just closed a fairly successful two-week run of 'Jericho' at the Walnut Street theatre. Sponsors being sought to install white group in same house with satire, 'Help Yourself.'

Shows Out

Fast fade-outs of three shows marked Broadway last week. Young Mr. Disraeli' was yanked at the Fulton after five performances. Advance press.

'YOUNG MR. DISRAELI'
Opened Nov. 10, '37. Indifferent notices greeted this latest Alex Yackel production. Burns Mantel (News) said: 'Pitifully inconsequential biographical romance.' Swiftest (Journal), 'Its swiftest movement is in one ear and out the other.'

'Places Please' stopped after the third performance at the Golden. Play was known on the Coast as 'Born in a Trunk.'

'PLACES PLEASE'
Opened Nov. 13, '37. Critics jumped on this. John Anderson (Journal) said: 'Terrible.' Richard Watts, Jr. (Herald Trib) wrote 'Thick with dullness.'

Revival of 'Antony and Cleopatra' completed the trip of fives.

B'way Booming with 6 New Hits, Shows Selling for New Year's; 'Right' \$35,600, 'Susan' \$23,000

First week of November is now recognized as having ushered in three attractions, all of which have claimed, a 100% new show record which has rarely occurred on Broadway. Two, 'Right' and 'Susan,' and 'Amphitryon 38,' are rated smashes, while the first full week of 'Golden Boy' (Belasco) grossed \$12,000. With an extra matinee last week 'Right' got \$35,600, while 'Amphitryon' registered \$22,000 or better again.

Just the reverse was the second week's arrivals, three out of four of which flopped fast and were taken off. Revival of 'Antony and Cleopatra,' Mansfield, was the major casualty, while two new plays which quickly exited were 'Young Mr. Disraeli,' Fulton, and 'Places, Please' (Born in a Trunk), Golden.

However, a unique revival of 'Julius Caesar' at the former Comedy, now the Mercury, drew high praise last Thursday (11), giving the show its first success to this week. Earlier his holding to big money are 'Susan and God,' \$23,000 (nine times) and 'The Star Wagon,' \$17,000.

Last week's business was better than election week. Some of the leaders inserted an extra performance on Armistice Day and provided otherwise attended to the week among the moderates and holdovers. Some attractions which were not definite for fall continuance have other tickets for New Year's eve with others already selling for that performance.

Due next week: 'Mice and Men,' Music Box; 'The Ghost of Yankee Doodle,' Guild; 'Merely Murder,' Playhouse.

PHILLY DULL, BOVARY' \$15,000
Philadelphia, Nov. 16. Not much life in Philly's sector last week with both the Erlanger and the Forrest dark. Last night 'Housemaster' imported from London by Ruth Selwyn and Milton Shubert, made its bow at the Chestnut, where it is playing as the second subscription offering of the American Theatre Society.

Tonight (Tuesday) Ed Wynn's 'Hurray for What?' arrives from Boston with a new book (less the one performance) at the Forrest, but there's no assurance it will achieve that length of run. Forrest's next booking is 'Richard II,' with Maurice Evans.

Erlanger, which had a last-minute tour break in losing out on 'Four Cents a Word,' is fairly straightened out for the week. Big money house is dark this week, except for the traditional invite dress rehearsal of the Mask and Wig Club show Thursday (18) and matinee next Monday (22) for that same show, 'Fifty-Fifty.' Erlanger gets 'Having Wonderful Time' Nov. 29, skidded out for a week but books next week.

Samuel Nixon-Nirdlinger, who directs the house, has announced the New York cast, but understood a second company is coming. At the Chestnut, which the current two-week run of 'Housemaster,' there will be 'Three Waltzes,' making its delayed local appearance Nov. 29. It will probably stay until the week before Christmas and will be followed a week later by the Theatre Guild's 'Wine of Choice.'

Estimate for Last Week
'Madame Bovary,' Chestnut (1,646; \$2.50). Final week upped a notch or two without competition to hit \$15,000, but wouldn't have been so much without subscription basis. 'Housemaster' opened yesterday (15).

'Letty' 16G, Detroit

Detroit, Nov. 16. Off to mild start, Charlotte Greenwood's 'Leaning on Letty' came away after the middle of the week and grabbed a nice \$16,000 last week at the Cass. SRO hung out for two matinees. Chestnut and the advance sale on 'Brother Rat,' current at Cass, hyped by contest in local sheets, and comedy figures to come home with plenty to spare. Flock of ticket requests already for 'Right This Way,' Alice Alexander's new show and first musical to hit town this year. Due in next Sunday (21) play according to nice bally through lyric writer's 'tiff' with U. S. Navy over his six-year enlistment.

Estimate for This Week
'Leaning on Letty,' Cass (1,400; \$2.75). Off slowly, due in part to Charlotte Greenwood's long absence from Detroit, but built to SRO by mid-week. A fine \$16,000 on nine performances.

Doodle,' Guild; 'Merely Murder,' Playhouse; 'Yes, My Darling Daughter' moves from the latter spot across the street to the Vanderbilt.

Estimates for Last Week
'Amphitryon 38,' Shubert (3d week) (C-1,387-\$3.30). Business includes smash run; second week claimed stronger than first with the gross again around \$22,000.

'Babes in Arms,' Majestic (32d week) (M-1,752-\$3.30). Slit musical fare on list helping holdover to good grosses; around \$17,000.

'Brother Rat,' National (49th week) (C-1,164-\$3.30). Has improved lately; third house to get run comedy which topped \$8,000 last week.

'Father Malachy's Miracle,' St. James (1st week) (C-1,520-\$3.30). Presented by Delos Chappell; adapted by Brian Doherty from book of Bruce Marshall; opens tonight (Wednesday).

'French Without Tears,' Miller (8th week) (C-944-\$3.30). Moved up smartly again and grosses \$10,000; definitely in the clear.

'George and Margaret,' Morosco (8th week) (C-900-\$3.30). Also improved, but not as much; doing okay with last week's take around \$8,500.

'Golden Boy,' Belasco (3d week) (D-1,000-\$3.30). Will make the grade again. Another week's take of \$10,000; agency buy.

'Having Wonderful Time,' Lyceum (39th week) (C-901-\$3.30). Second company being formed for road; holdover. Grossed \$11,000; margin; moved up close to \$9,000 last week (Wednesday).

'Daddy Be Right,' Alvin (3d week) (M-1,355-\$4.40). Broadway's new sock musical; first full week topped \$35,600; extra matinee (Armistice Day).

'Lady Has a Heart,' Longacre (8th week) (C-1,019-\$3.30). Best at matinees, with cut rates helping at weekends. Quoted as \$10,000.

'Madame Bovary,' Broadhurst (1st week) (D-1,116-\$3.30). Presented by Theatre Guild; dramatized from Flaubert's novel. W. F. May drew well on tour; opened last night (Tuesday).

'Many Mansions,' Biltmore (4th week) (D-960-\$3.30). Wealthy backers keeping this one going. Grossed \$10,000 with takings not over \$3,000.

'Places, Please,' Golden. Panned and withdrawn Saturday (13) after three performances.

'Robin Landings,' 46th St. (1st week) (D-1,375-\$3.30). Presented by Sidney Harmon and T. Edward Lewis. Grossed \$11,000; extra matinee (Armistice Day); opens Thursday (18).

'Room Service,' Cort (27th week) (C-1,059-\$3.30). Held place with \$10,000; approaching \$11,000; played nine times; extra matinee on Armistice Day.

'Susan and God,' Plymouth (7th week) (D-960-\$3.30). Played nine times; grossed \$11,000; extra matinee Armistice Day; registered another big \$23,000 gross.

'The Boy Breaks Little' (1st week) (D-923-\$3.30). Presented by Paul L. Berner and Peggy Cleary; written by James Knox Miller; opens Friday (19).

'The Star Line,' Empire (8th week) (CD-1,096-\$3.30). Season's first stand-out continues to draw excellent attendance with takings around \$17,500.

'The Women,' Barrymore (47th week) (C-1,048-\$3.30). Played nine times for second successive week, as did several leaders; excellent at \$18,000.

'Tobacco Road,' Forrest (206th week) (C-1,107-\$1.85). Warhorse of the list goes along to some profit every week; rated nearly \$6,000, and okay at scale.

'Too Many Heroes,' Hudson (1st week) (D-1,194-\$3.30). Presented by Milton Shubert and extra matinee by Dore Schary; first called 'Violence'; opened Monday.

'Yes, My Darling Daughter,' Playhouse (40th week) (C-878-\$3.30). Moved to the top of next week to make room for 'Merely Murder,' due Nov. 24; somewhat better last week; quoted at nearly \$10,000.

'Can't Take It With You,' Car. You. Booth (49th week) (C-708-\$3.30). One of the toppers which played nine performances last week; capacity packed to gross of \$16,000.

'Young Mr. Disraeli,' Fulton. Withdrawn Saturday (13) after five performances, following tepid press.

Revolutions
'Antony and Cleopatra,' Mansfield; taken off Saturday (13); five performances; weak press.

'Julius Caesar,' Mercury (Comedy); drew away notices for mat part but not for full. 'Abbot's Playhouse,' Amstodur; final week of 'Far-Off Hills.'

'As You Like It,' Ritz; closed Saturday (13); two weeks.
'The Woman's Flame,' American Music Hall.
WPA
'Processional,' Elliott.
'A Hero Was Born,' Adelphi.
'Evergreen,' Bell players, Lafayette; colored casts.

"Stan Kavanagh the most diverting of sight comedians"—We doubt if any other entertainer is as perfect for the (casino) distances as Kavanagh, the elderly, gleaming-pated juggler whose yellow tennis balls and Indian clubs are as witty as they are athletic. Kavanagh has the gift of giving cosmic comedy to the flying clubs that threaten to get away from him or to the bouncing spheres that return in unexpected angles to his nonchalant hands."

Storm Hits Saturday Concert Grosses, Otherwise Biz Okay

Even the concert fans, who might be expected to be impervious to rain, snow or freezing, stayed indoors last Saturday and usual grosses took a pasting. Otherwise, the week's concert biz was plenty good, with the Philharmonic-Symphonic and Lotte Lehmann leading the pack.

Estimates for Last Week
Philharmonic-Symphonic, Carnegie Hall (2,760; Thurs. \$16.00, Fri. \$20.00, Sat. eve. \$17.50; Sun. aft. \$2.00). Joseph Barbirolli conducting; Walter Gieseking, piano soloist; Thurns, Erla, Sat. 12, 12.15, 1.45; Cortland, violin soloist, Sat. (13). Rain Saturday walloped attendance that night, but rest of the week's series oke. Estimated \$15,400 for the four times. First performance this week is tonight (Wednesday) instead of tomorrow (Thursday), when the Boston Symph., with Serge Koussevitzky, plays.

Salzburg Opera Guild, 44th Street (1,350; \$3.30). Final six performances from last Wed. (10) eve. through Sun. (14) eve. Not up to expectations. Weather blamed; estimated \$7,600.

Hippodrome Opera Co., Hipp (5,500; 95c). Fri. (12) eve, Sat. (13) aft. and eve. Bad Saturday weather hit the total; estimated only \$7,100 for the three performances.

Lotte Lehmann, Town Hall (1,560; \$3). Wed. (10) eve. Cortland, soprano, closed and drew rave notices. Extra-capacity, with seats on the platform and about 100 standees (free law limit), but subscription kept gross at \$3,055.

Sinclair Lewis, Town Hall, Thurs. (11) morning, another mob turned out for this League for Political Education subscription evening. Superb singing, 1,560 attendance plus standees.

Efrem Zimbalist, Carnegie Hall (2,760; \$2.75). Tues. (16) aft. and eve. Bad Saturday weather, estimated \$4,000.

Richard Tauber, Town Hall (1,560; \$2.75). Tonight (Wed.). Third recital of the season by tenor from pix looks headed for standees again, estimated \$3,000.

Realessy Turek, Town Hall (1,560; \$1.10). Mon. (8) eve. and last (Tues.) eve., first two in series of six Bach piano recitals, \$2,225 gross for the subscription evening. First night figured surprisingly high for this 23-year-old, particularly for a Bach series.

BRICKLAYER WAGES

N. Y. Guest Soloist Fans Toronto Symph Pay

Toronto, Nov. 16.

Mishel Piastro, concert master of New York Philharmonic, who guest soloed with Toronto symphony last week, told local musikers they had an unhappy lot.

Members of the Toronto orchestra are paid less than we pay a good bricklayer in U. S., he said. About Sir Ernest MacMillan, local conductor, he said: "I don't see how a man of his musical ability can be encouraged to stay in Toronto." Symphony musicians get straight union rate.

Indian Baritone to Hawaii

Yowlache, Indian baritone, sailed Nov. 10 from Los Angeles for Hawaii, where he will give several concerts under the direction of the Hawaii University.

Singer is booked by International Concerts Corp.

'Breathing Spell'

(Continued from page 61)

that no such move would be taken by Equity unless a preponderant number of managers agreed and added that revision of the rule would be considered. However, he sought more co-operation from managers. Latta took the attitude that the ATC might be helpful in some ways but that there never has been a way to make a hit out of a flop.

ATC session on Friday (12) was devoted to reports of more committees. One had to do with theatre ticket control and suggestion was made to eliminate fixed allotment of tickets to agencies. Originally the ATC was stated to be composed of all theatre groups and not intended to touch on controversial subjects. That apparently has been forgotten, with the ticket situation now entering its sphere. Ticket committee made a proposal of starting a central agency where tickets would be sold at 15c over the box office price. No mention was made of the flop control system tried by the managers several years ago.

PARKING BAN HURTS ST. LOUIS ORCH. BIZ

St. Louis, Nov. 16.

An ordinance prohibiting multiple parking in Memorial Plaza district, adjacent to Municipal auditorium, is one reason the St. Louis Symphony orchestra started its season last week with advance sales \$12,000 behind last year, according to George Speary, acting chairman of orchestra society. William Gaines, manager of society, said many reservations had been cancelled by persons refusing to pay 50c and \$1 parking fees.

James Darst, manager of auditorium, said he would call a meeting of parking lot owners and ask them to fix a uniform "reasonable" fee for parking privileges—25c afternoon and 50c night. During the Veiled Prophet parade and ball last month owners hiked their charges to \$1, and got it. Alderman William J. Warnick, member of Auditorium Commission, which heard complaints against banning of parking near the auditorium, has introduced an ordinance to repeal existing restrictions while symph orch and similar organizations are using \$5,000,000 auditorium.

Mona Rani's Hindu

Dance Recital, Jan. 16

Mona Rani will give her annual recital of Hindu dances on Jan. 16 at the Guild theatre, New York. Has been at Town Hall last several years. Four Hindu musicians will accompany.

In private life Mona Rani is the wife of a Park avenue doctor, J. F. Millet, but never exploits this fact when staging recitals.

She has not heretofore appeared outside New York.

CLEVE. OPERA'S 5-YEAR PLAN

Cleveland, Nov. 16.

Instead of making their annual underwriting campaign for Metropolitan opera's season, set to begin April 4, Cleveland sponsors have worked out a five-year plan that will guarantee the company a minimum of \$175,000 each season.

Wealthy members of the Northern Ohio Opera Association, headed by Senator Robert J. Bulkley, are throwing \$250,000 into the underwriting pot to bring Met here for eight performances every semester. Since there's never been a deficit in seven years, underwriters have the privilege of withdrawing pledge if necessary before certain dates.

Thomas L. Sidlow, millionaire attorney, was elected chairman of executive committee for new sponsorship scheme. Harold J. Miskell will handle publicity again.

Pacifist Razzes Stoki; Viewed Speech Warlike

Philadelphia, Nov. 16.

Leopold Stokowski, probably for first time in his life, was hissed at Philly orchestra concert in the staid old Academy of Music last Thursday (11) night. Hiss was long, loud and distinct, emitted by a solo hisser. A large audience gasped at the razz-berry.

Occasion of the hiss wasn't criticism of Stoki's music, but was directed against a speech with which he introduced playing of the 'Star-Spangled Banner', in acknowledgment of Armistice Day. Particular bit of comment which drew the berries was Stoki's, "We do not want war, but if we are invaded we will defend ourselves."

Miss Frances McCollum, blind musician, identified as scallion toser. Miss McCollum is a special friend of the wand swisher. An ardent pacifist, she explained to friends that Stoki's reference to Americans bearing arms just got her.

Carnegie Hall

DECEMBER

- 1-Eve, Jascha Heifetz.
- 2-Eve, Philharmonic-Symph.
- 3-Aft., Philharmonic-Symph.
- 4-Eve, William Fleming.
- 5-Eve, Philharmonic-Symph.
- 6-Eve, Philharmonic-Symph.
- 7-Eve, General Nelson Concert.
- 8-Eve, Yehudi Menuhin.
- 9-Eve, Philharmonic-Symph.
- 10-Aft., Philharmonic-Symph.
- 11-Eve, Philharmonic-Symph.
- 12-Aft., Wagnerian Festival Singers and Soloists.
- 13-Eve, Philharmonic-Symph.
- 14-Eve, Philharmonic-Symph.
- 15-Eve, National Orch. Assn.
- 16-Eve, Philharmonic-Symph.
- 17-Eve, Down Town Glee Club.
- 18-Eve, Philharmonic-Symph.
- 19-Eve, Philharmonic-Symph.
- 20-Eve, Philharmonic-Symph.
- 21-Eve, 2d Annual American Artists' Congress.
- 22-Eve, Philharmonic Concert for Young People.
- 23-Eve, Alexander Kallinina.
- 24-Eve, Walter A. You.
- 25-Aft., Philharmonic-Symph.
- 26-Eve, Strindberg Commemorative Concert.
- 27-Eve, Oratorio Society of N. Y.
- 28-Eve, People's Chorus of N. Y.
- 29-Eve, Philharmonic-Symph.
- 30-Eve, Philharmonic-Symph.
- 31-Eve, Children's Concert and Play, Jew.
- 32-Eve, Philharmonic-Symph.
- 33-Eve, General Motors Concert.
- 34-Eve, General Motors Concert.
- 35-Eve, Philharmonic-Symph.
- 36-Eve, Philharmonic-Symph.

Frisco Opera In Red Again; May Hike Capacity

San Francisco, Nov. 16.

The fifteenth annual season of the San Francisco Opera Company closes Nov. 13, with deficit of approximately \$25,000. This is about the same loss the local company has faced ever since it moved into War Memorial Opera House five years ago.

Scaled from \$1 to \$8, with the exception of the popular series which had a \$4 top, the operas were well ticketed. The eleven operas and the three popular productions were complete sellouts.

Inasmuch as the problem of the local opera company is not that of selling seats but of getting seats to sell, there is talk of installing another thousand seats in the opera house, which many believe would end the annual deficit. At \$2 a seat, opera company execs are positive that additional seats or a tilt in admish would take the company out of the red.

Seats are so much in demand that the list of subscribers to season tickets is again on the edge every year. Out of 1,300 orchestra seats, only 200 were put on sale for the regular season. A raise in price for these tickets from \$6 to \$7 has been considered. Upstairs it is almost impossible to secure seats.

Of the eighteen operas given this year, two have away to the company, 'Fidelio' and 'Norma'. The season was the longest by one opera of any in the company's history. Kirsten Flagstad and Lily Pons came off with the honors in the feminine division. Miss Flagstad hereafter will confine her operatic appearances to the Metropolitan.

For the first time in the company's history, the entire San Francisco Opera Company has gone to Los Angeles intact where it will give four subscription performances starting with 'Tristan and Isolde' and following with 'Lakme', 'Aida' goes on Nov. 18, with 'Lohengrin' Nov. 14. Los Angeles Junior Chamber of Commerce is sponsoring the series. In the past, the principals from the local opera company would go to Los Angeles, which had its own chorus and ballet.

\$100,000 Week in L. A.

Los Angeles, Nov. 16.

The San Francisco Grand Opera company is heading for a \$100,000 week at the Shrine Auditorium; opening day (Monday) with 6,300 admissions totaling \$22,000 is any indication.

Chi Maestro Seeks Divorce

Chicago, Nov. 16.

Suit for divorce was filed here Monday (15) by Hans Lange, associate conductor of Chicago Symphony orchestra, on charge that his wife, Gertrude, had been unfaithful to him to Chicago from N. Y. Lange, a native of Germany, has been in U. S. two years.

Attendance 'Embarrassing'; Politics Educ. League Femmes Can't Take It

Joos Ballet Sellout

For 2 Denver Dates

Denver, Nov. 16.

Gladys Swarthout will open pop concert series of A. M. Oberfelder and Robt. Slack Nov. 23 at municipal auditorium. Swarthout will be followed this winter by Margaret Speaks, Lanny Ross, Nino Martini and Dave Rubinoff.

Joos European Ballet will play to practical sellouts on two performances Nov. 26.

ITALIAN, NAZI BAN ON DIVAS

Philadelphia, Nov. 16.

Italy and Germany have clamped down on exporting opera singers, Edward Johnson, general manager of the Metropolitan Op., told the Met's Philly committee last week.

"In these totalitarian states," he said, "frontiers are now virtually closed against the export of singers. Both governments are actually in the opera producing business. I waited six weeks this summer for a new diva, but she failed to leave Germany."

As a result, Johnson stated, the Met has had to depend on its own artists, such as Lily Pons, Lauritz Melchior and Kirsten Flagstad, or develop unknowns.

Committee agreed on Bellini's 'Norma' to preem season at the Academy of Music, Nov. 30. 'Tristan and Isolde,' with Flagstad, is another definite choice. Six others are to be selected.

St. Louis Opera Signs Laholm, German Tenor

St. Louis, Nov. 16.

Alvin Laholm, Wagnerian tenor of the Dresden, Berlin and Stuttgart opera companies, has been signed by cable for the title role in the St. Louis production of 'Lohengrin,' with Maria Jeriza in the Municipal Auditorium, Dec. 6. The long distance transaction was made by Guy Goltzman, head of the St. Louis Grand Opera Co., which will present its annual fall season here.

Goltzman also has announced that Miss Erna Sack, Dresden soprano, has been engaged for the role of Rosina in 'The Barber of Seville' Monday (22). As a bally for opening opera Miss Sack sang for KWK, local station, Sunday (14).

Monteux Alimony Suit

An attachment against the property of Pierre Benjamin Monteux, conductor of the National Broadcasting Co.'s symphony orchestra, was filed Monday (15) in N. Y. Supreme Court by attorneys for the leader's former wife, Germaine Marianne Monteux, who claims \$6,302 is owed her for support.

The couple were divorced in Paris in 1928.

Concert Review

PHIL DUEY

Song recital, Town Hall, N. Y., Nov. 9, 7:15-9:30 pm. Piano accompanists, Hilda Rosta; guitar accompaniments, Carson Robinson.

Radio baritone is not cut out for the concert stage. Voice is rough, uneven and lacks either the strength or color necessary. Also, he seems to have a bit of a hiccup to anything heavier than amiable ballads—and few singers have been able to make them draw at the wicket.

However, Duey has an unusually easy and ingratiating platform personality. He is, by all accounts, as pleasant enough looking to be a possibility for pictures if spotted in a suitable part, properly directed and given the right songs.

Offerings on last week's program ranged from Mozart's Beethoven, Hugo Wolf, Moussorgsky and Debussy to Charles Ives, Jacques Wolfe and several folk songs. Singer was definitely out of his depth in the classical selections.

George V. Denny, of the League for Political Education, has been opening the group's meetings at Town Hall, N. Y., with explanations and apologies for the overcrowding. He stated the present membership is around 3,700, but at one time there were as many as 4,800 subscribers without the embarrassing attendance that, starting with the appearance of Dorothy Thompson, has marked this season.

Temporary stoppage of further memberships and sales of one-time \$1.50 tickets until 11 a.m. are cited by Denny as steps taken to alleviate the present congestion. Exec admits that the whole subscription theory of the League has been based upon the assumption that all of the members never show up at any one lecture.

Factors arousing criticism among League members have included the 'no seats' situation which has resulted in glutting of the balcony aisles with standees and the taking care of overflow in the clubrooms via loudspeakers but naturally out of view of the speaker on the platform.

Pressure for desirable seats under a unreserved policy has also created the sardine-like lobby crowding prior to the door-opening. This has caused some friction among the downers who can't take it from neighboring elbows.

Management's delay in opening the doors and allowing the crowd to get so dense that discomfort results has occasioned the charge that the saving of electricity is hardly a justification.

AGMA'S UNION PLANS SET FOR SUBMISSION

Committee to draw up a basic contract for singers in the Metropolitan Opera Co., N. Y., was selected by the American Guild of Musical Artists yesterday (Tuesday). In addition to recognition, wage minimums, etc., it is understood the contract will be revised so as not to include the clause giving exclusive right to singers in all other fields, including pix and radio, even between opera seasons.

Other matters acted upon at the session included approval of co-operating with the N. Y. Theatre Authority, arrangements for the annual AGMA benefit show, and plans for dickering with the Chicago and San Francisco opera companies. Cocktail party for all Met singers has been scheduled for Dec. 4 at the New York home of Queensa Mario. Effort will be made at that time to line up new members with the AGMA. Organization claims it now has 78% of the Met membership, but will wait until it has 95% before seeking recognition, etc.

Meeting with Frank Pelosi, of the Civic Grand Opera Co. of Philadelphia, is scheduled for this afternoon and AGMA expects a Guild shop contract to be signed at that time. Group has been in touch with Alfredo Salmag and Fortune Gallo, but hopes to sign them to contracts, too. Possibility the Guild may call a walkout if Salmag resists, since AGMA has almost the entire Hippodrome Co. organized. Leo Fischer, executive secretary of the Guild, goes to Chicago to huddle with the opera management there next week.

Ted Shawn Mich. Click

Kalamazoo, Mich., Nov. 16.

Ted Shawn and his all-male ballet group appeared here last Tuesday (9) at Central High School Auditorium.

Though the seating capacity of this auditorium is 2,784, the house was completely sold out and overflow seats filled the orchestra pit.

FT. WAYNE CONCERT SEASON

Fort Wayne, Nov. 16.

Lily Pons, Josef Lehevinne, the St. Louis Symphony orchestra, Gaspar Cassade, Spanish cellist, and Fowler and Tamara, classical dancers, will appear in Fort Wayne this season under the auspices of the Community Concert association. Lehevinne starts season at the Shrine theatre, Nov. 20.

The St. Louis orchestra will be heard Jan. 20, and Miss Pons is set for March 30. Tickets sold on series basis.

Football

By Dick Fishell

Coming down the home stretch in as dizzy a season as we have ever had, borne out by the fact that at this writing there is only one major football team in the nation that remains untied and unbeaten. That happens to be Alabama, and who knows what the next two weeks will bring.

Auburn at Georgia

That Auburn outfit is really sweet and they've come along to rate as one of the best in the southern territory. Georgia is just another ball club and this one should be a good-sized victory for Auburn.

Boston U. at Boston College
Throw out all records, and they'd better throw out the knives and brass

last week, but don't see how they can have difficulty with this State team. They're long favorites and should win rather handily.

Duquesne at Marquette

A pathetic season for Marquette, with injuries hampering them to little. Look for the Ducks to climb all over them and go to town.

Georgia Tech at Florida

Simms and Konneman are two nifty backs who will run riot over a mediocre Florida squad. Tech can't miss here.

St. Mary's at Fordham

The Galloping Gaels of St. Mary's, who have become football gypsies, traveling throughout the nation to play a bit of football, are afraid to go

Fishell's .624

Confining himself to picking winners of the toughest battles in each section of the country, VARIETY's forecaster, Dick Fishell, has compiled a record of 105 wins in 161 selections. List of tie games, of which there were 17, is tipped on closeness of games and the general difficulty this season.

Check on past Saturday's games shows 19 wins, 7 losses. Four of the seven lost were ties. Brings season's winning percentage to .624. Tossing ties out figure reaches .729.

ing in the same gait. This will be a Notre Dame win.

Oregon at Washington

Oregon is one of the poorer of the Coast eleven, while the Washington Huskies, after a bad start, have come along. Washington by two touchdowns.

Washington State at Oregon State
Two State institutions, but the Oregon gang has the better record and seems to have a great deal more scoring punch that should carry them through.

Penn State at Pittsburgh
Somebody can make a lot of money if the unexpected should happen here. The odds are prohibitive, and the Pitt Panthers, the best football machine in the nation, should have no difficulty in winning by four touchdowns.

Navy at Princeton
Princeton has nothing but a lot of uniforms they send on that field each Saturday, while Navy, potentially, is a great squad. The Middies never really have shown their best football, but believe they will this week to down the Tigers.

SMU at UCLA
These are a lot of lepers, but on past performances when you put them all together, they only spell a victory for Southern Methodist because of their excellent aerial game.

Villanova at Temple
Temple, a good defensive unit, will be powerless to halt the Villanova overhead game. This Villanova attack is a well-rounded one, and believe they'll click against the Owls.

Ice Revues

(Continued from page 59)

is a gaucho dance, with Ann Taylor as soloist, with six gauchos in striking black and white costumes with serapes of orange and white swirled across their shoulders. The entire second half of the program is devoted to Latin-American groups, the pair-skating champions, Uksila and Vida, contributing their version of the rumba, the chorus giving Texita, a modified Spanish number. The bull fight, a comical number with two skaters forming the ferocious "el toro" and the skater as the torero, is one of the hits of the show.

Frenchy Hebert's clowning, in which he mixes clowning with his glides and tumbles, draws much applause.

Herman Lamazar's incredibly speedy figure skating, Charles Hallet's barrel-jumping feats, and Don Condon's stilt-skating likewise enthrall.

Purdue at Indiana
This one may be the upset of the day. This Purdue has the stuff, but for some reason has bogged down. On paper Indiana is strong, and look for them to win.

Lafayette at Lehigh
More of the tradition stuff, with undefeated Lafayette a huge favorite. However, anything may happen. Lafayette is too well coached to be upset by Lehigh.

Niagara at Manhattan
This Manhattan team has done all right. Chick Meehan can be mighty proud, and the boys won't let down this week against a hard-fighting crew from upstate. Manhattan to win.

Ohio State at Michigan
The hipper dipper of Ohio State's Buckeyes will bewilder Michigan and enable the Ohio club to pound out a close victory.

Wisconsin at Minnesota
Here's another great setup for an upset. However, the Gophers have lost more than their share in this campaign, and think they'll put out to overcover Wisconsin.

Notre Dame at Northwestern
It's an improved Irish squad each week. They can come in fast, while Northwestern has not been improv-

MAYFAIR, BOSTON

(Continued from page 58)

up is a healthy ditty called "Remember Me," sold suavely. Joe Smith and his band are back for a second season and their subdued but apparently fills the bill for both diners and dancers.

RAINBOW GRILL, N.Y.

The Rainbow Grill has caught on big of late, which must be ascribed in no small measure to the yeoman efforts of Alice Glover and Walter LaMae with their painstaking dance instruction and m.c.-ing of free-for-all competitions, plus their own individual showmanship as exhibition terps. It explains why Glover and LaMae have been up here for many months, almost a record consecutive run for a team (about eight months all told), and are elevated into the swanky Rainbow Room this week.

They originated an idea of a bottle of wine and/or free dinner to stand-out from the audience in waltz, fox, shag, tango, rumba and big apple contests. That has made for quite a bit of spontaneous fun and falling out. As it does around 9:30-10:30, it has created a second dinner audience for the Grill to supplement the early diners who want to get away for the night.

Besides their own finished ballrooming in formal attire, they come back for the supplementary session with the tango-rumba instructions, and also conduct a Fri. v afternoon Latin-music dance, along similar lines so that they have really pepped up the Grill.

New dance band is Eddy Rogers, and very good, too. He succeeds Emery Deutsch, now on tour.

Another innovation is that of Dr. Sidney Ross, another standard atop the Rockefeller Center nitery belt, who continues his intine work at the tables but is now additionally stepping out with a solo magic routine on the floor itself. And very good, too, although his mystifying manner of working at the tables, lost to the patrons, is what really has distinguished him here.

Evenly Myers with her pianology likewise alternates between both rooms. Withal, with suave Peter at the door, the Grill is a place to click, informal and moderately sleek (\$2 table d'hôte). Abel.

CAVALIER, N. Y.

Jack Osterman, who came out of the ether to stage a comeback for himself and his band, the Cavalier, pop Broadway resort, more definitely on the map, opened here fortnight ago, but has no piece of the place, as reported by Harry Ross, is operating the club, an attractively appointed room of medium proportions, which retains the decorations of the old Venezia. The menu is a Broadway-esque and easily priced as to drinks and food.

Show, written by Vincent Valentini and staged by Mildred Ray, is mostly a series of songs as might be expected, but delivers a good punch through team of Bob and Fleurette Gilbert (New Acts), as well as Vackie May, latter is a clever female impersonator. Maye not only sells songs well in ladies' rags, but works effectively with Osterman in a gag sequence.

Osterman is more with new material, except for the satire on Fred Astaire, very clever, and the "Red Robin" song, which he did at the Mirador. He performs with ease and smartness, actually looking younger than he did a year ago and has completely lost the nasal interference a bad sinus case caused. This injured his work a little at the Mirador, but, of course, couldn't be helped then.

Gilberts do a modernistic Congo, as well as a paraphrase on "Rain," but even this is a clever and nice combination that should come quickly to notice. Show includes a dancer, Kay Lazzelle, who does well in tap routines, and a group of 12 girls costumed in leather for a popular-priced spot of this type.

Orchestra is Roger Steele's, which rates satisfactory and has chances of moving up the ladder in the swing division. Cher.

CHIKUITO-37

Paris, Nov. 8.

This one is a new one in the old spot used by Mon Paris. Located in the Champs-Elysees district, Chikuito-37 is out to catch the in-betweeners. Prices here are some 30% to 40% lower than near by. Floor show is reckoned on a scale to hold their own with jazz and tango bands, are there to paddle and dance. Ambitious though it is for its size and prices charged, talent is not exceptional save for one or two numbers. Jerry Andrews, American dancer, shows talent and showmanship with two interpretative offer-

ings. Carola does nicely with some dancing, contortions and skating.

Maria Stephanides, femme singer billed tops, possesses a fair voice but lacks something. Alex Marodon, male singer, is standard only. Line of songs set by Ali-Chia. It lacks union, but way up on looks.

Alex Marodon takes the opener with a song backed by femmes. Action starts when Andrews makes his first appearance in a modernistic offering.

Carola does okay with a semi-contortion number backed by chorus in costumes that allow black lace and silver sequins to be draped. Costumes are again a first outstanding object of a tin soldier march.

Stephanides in her first song is followed by Jerry Andrews, on for some near exotic antics. Carola's role skating is hampered by small floor.

Show is announced as "Scandal Folies 38" of New York, with gals being peddled as Americans, but actually the chorus is made up of one American, one German, one French and three English girls, all engaged in Paris.

George Johnson, formerly at Villa d'Esse, furnishes swing with his seven-piece band and dancing with a band of six handles the tango end.

Spot should go because of the price range, with a tea-dansant for less than a dollar, a fixed-price dinner for a little over two, and the "works" for less than three. Show needs lots of doctoring and some smooth flow injected, Ralph Camyll is m.c.; Marcel Lutrand, artistic director, while the show is being tested in undertaking, does well on receiving end.

GRAND TERRACE

(CHICAGO)

Chicago has had to have a spot sporting a colored floor show since the beginning of time, and Ed Fox and his Grand Terrace have filled that need. The show is operationally stepping out with a solo magic routine on the floor itself. And very good, too, although his mystifying manner of working at the tables, lost to the patrons, is what really has distinguished him here.

Several acts on the current bill are holdovers from the previous editions, and especially so, these Allen and Anise and Brown take first honors, with Billy Adams following closely. Allen and Anise are among the best of the colored adagio teams to appear here in a long time. Routines, semi-acrobatic, are colorful and well executed.

Ada Brown has a naturalness and enthusiasm of style, and she is the most of them whether selling a hot song or clowning with the four-foot Billy Adams. In his summer's run at the spot Billy Adams has won a following with dancing and deadpan comedy.

Another holdover is the tapping team of Son and Sonny. Both boys are at their best in the present show, doing personality stuff. Still another holdover, Mayes and Morrison, girl tap team, are doing okay, as on former editions of the show.

The new pattern quilted dress the evening: Ida James, slim gal, who makes up in appearance what she lacks in vocal qualities; James Miller, another new arrival, is classified as a baritone dud with a seemingly overpowering desire to go dramatic in a third-rate way. Then there's a worthy Berrie of last summer's show who is improving.

Bill uses a line of 16 dancing girls, and four show gals. They're all neat, well matched and costumed in good style. As stated, the show has plenty and plenty of talent. First show-at-midnight-on evening caught had place comfortably filled, with the bulk of the trade not due until the early morning shows. Loop.

LA RUE'S, N. Y.

This class restaurant has decided to feature its kitchen, two dance bands and an occasional songstress, and is and the new pattern quilted dress the evening: Ida James, slim gal, who makes up in appearance what she lacks in vocal qualities; James Miller, another new arrival, is classified as a baritone dud with a seemingly overpowering desire to go dramatic in a third-rate way. Then there's a worthy Berrie of last summer's show who is improving.

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New scheme of things retains Eddie Davis with his excellent dancation, fortified by Joseph C. present. Remember the old Plaza? With a relief combo. It is unique in itself, since Smith, while doing the waltz and rumba sessions for the 10-11 m. interlude, is also offering at a basic dance bar. This LaRue's has two ticton combos.

Betty Bryant is the songstress, and okay, too, with her vocal interludes, chiefly with the Davis band. Abel.

GAME	WINNER	ODDS
Auburn at Georgia	Auburn	12/5
Boston U at Boston College	Boston College	8/5
California at Stanford	California	2/1
Carnegie Tech at Holy Cross	Holy Cross	7/5
Chicago at Illinois	Illinois	2/1
Colgate at Syracuse	Colgate	6/5
Dartmouth at Columbia	Dartmouth	12/5
Duke at North Carolina State	Duke	3/1
Duquesne at Marquette	Duquesne	12/5
Georgia Tech at Florida	Georgia Tech	3/1
St. Mary's at Fordham	Fordham	5/2
Maryland at Georgetown	Maryland	6/5
Yale at Harvard	Yale	7/5
Purdue at Indiana	Indiana	9/5
Iowa at Nebraska	Nebraska	9/5
Lafayette at Lehigh	Lafayette	2/1
Niagara at Manhattan	Manhattan	3/1
Ohio State at Michigan	Ohio State	2/1
Wisconsin at Minnesota	Minnesota	12/5
Notre Dame at Northwestern	Notre Dame	7/5
Oregon at Washington	Washington	2/1
Washington State at Oregon State	Oregon State	8/5
Penn State at Pittsburgh	Pittsburgh	4/1
Navy at Princeton	Princeton	2/1
SMU at UCLA	SMU	Even
Villanova at Temple	Villanova	8/5

(Predictions Based on Fair Weather)
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knuckles, too. Everything goes in this one, but on paper BC is a stronger outfit than BU and, therefore, on that extra power, look for a Boston College win.

California at Stanford
They'll crown the Rose Bowl representative on the result of this game. Stanford's record looks impressive, but last week in scoring 25 points, they failed to put on a successful drive at any time. Cal has the talent, the reserves and the coaching to win easily and represent the Pacific Coast.

Carnegie Tech at Holy Cross
Tech has been an inconsistent eleven and may rise to heights. The Holy Cross Crusaders are as good as Osmands fey. Their only bad games were played with this ball totter out of the line-up. He's in good shape and should provide the margin of victory.

Chicago at Illinois
Zupplek's Illinois club has been surprisingly strong, while at Chicago they've almost won some games but just missed. Don't think they can upset the cart here and look for a decisive Illinois triumph.

Colgate at Syracuse
The Orange has the edge, but Colgate has had dissension within the ranks and has played lackadaisical ball up to this point. From all reports everything is now serene in the Chenango Valley and there's something about an Orange jersey that makes a Colgate seer red and play inspired football. Syracuse, surprisingly enough, doesn't block well and its running attack is nil. They have failed to make two consecutive first downs all season. Colgate's had two weeks of rest, just pointing for the one game which will make their season a successful one and, we hate to say it, but my Syracuse alma mammy will take the short end.

Dartmouth at Columbia
There's no longer any question, this Dartmouth eleven has really got it. They can put the pressure on at any time, they're well coached, they turn up a new back each week that can do everything and it's too much manpower for an under-sized Columbia team.

Duke at North Carolina State
The Duke Blue Devils dropped a surprising game to North Carolina

home because the mortgage has run out on their homestead. They've taken more than their share of beatings from everybody, while Fordham, still undefeated, must win that game to attain that Rose Bowl possibility. The Rams will grab this one and should go to the Bowl.

Maryland at Georgetown
In a close game with a better off-fense Maryland machine a slight favorite, believe Maryland will outscore the rumba. Toppers to win by a slight margin.

Yale at Harvard
The classic of the Big Three this season, with a lot of experts favoring the Harvards. Harvard will gain more yardage on the ground, but will make too many mistakes. The Eli squad, led by Clint Frank, are opportunists and will capitalize to get the decision.

Purdue at Indiana
This one may be the upset of the day. This Purdue has the stuff, but for some reason has bogged down. On paper Indiana is strong, and look for them to win.

Iowa at Nebraska
The Corn Huskers, if they haven't lost too much zip because of the Pittsburgh beating, should bound back to trim Iowa in a bruising ball game.

Lafayette at Lehigh
More of the tradition stuff, with undefeated Lafayette a huge favorite. However, anything may happen. Lafayette is too well coached to be upset by Lehigh.

Niagara at Manhattan
This Manhattan team has done all right. Chick Meehan can be mighty proud, and the boys won't let down this week against a hard-fighting crew from upstate. Manhattan to win.

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The hipper dipper of Ohio State's Buckeyes will bewilder Michigan and enable the Ohio club to pound out a close victory.

Wisconsin at Minnesota
Here's another great setup for an upset. However, the Gophers have lost more than their share in this campaign, and think they'll put out to overcover Wisconsin.

Notre Dame at Northwestern
It's an improved Irish squad each week. They can come in fast, while Northwestern has not been improv-

Broadway

Nathan Zatkín now agenting 'Many Mansions'.
Horace McMahon threatens to return from Hollywood.

Sheila Barrett will top Louis Sobol's unit at Dec. 2.
George Buck is company manager of 'Hurricane', roadshow film at Astor.

Lorenz Hart has donated entire new set of chinaware to Actors' Kitchen.

New vaude combo will be Pinks Lee and Olive Sibley, comedy twosome.

Arthur Howard, sales promoter with Astor hotel, has switched to the French Casino.

Beth Brown and the estate of Sam Shipman are settled with Jack Curtis on 'Behind Red Lights'.

Ruth Rich, set to Gus Eysell at the Music Hall, vacationing in Hollywood and Mexican points.

Auction of French period furniture by Mrs. Henry Fonda at Antiquary Art Galleries this month.

Quickest click of the season is La Conga, Cuban niter, which lived several times until the new policy.

Max Gendel has gone to Chicago to take a crack at the film distribut-hiz. Is representing Mayer & Burstyn.

Marlene Dietrich sails from Paris today (Wed.) for New York, proceeding direct to the Coast and the Paramount studio.

Phil Morris read five plays in one day. Then went home to bed. Had a nightmare and lamented type-writers were rewriting her.

Reported Monte Proser, the publicist, has a piece of the Kit Kat club, but actually has personal rep for some of the original actors.

Association of Foreign Press Correspondents will be guests of Warner Bros. Thursday (18) at a studio party at the Vitaphone studios in Brooklyn.

Milt Gross is casting his legit play, as yet unfinished and untitled. Wanted Midge Egan for the lead, but she had pic commitments and no could do.

George Rector recently threatened action against a cafeteria that opened up on the site of the original Rector's on Broadway and used that name. Eatery changed to Hector's and that was that.

Notre Dame-Armies game, always regarded as No. 2 best night to New Year's so far as N. Y. nite life is concerned, lived up to expectations despite the downpour that kept many away from the stadium.

Dinner for Rachel Crothers will be tossed at Town Hall Club on Nov. 21. Partial list of other guests of honor include John Golden, Beck Pemberton, Burns, Mantle, Edith Taitelbaum and Lucille Watson.

After many years at 56th and Fifth avenue, where Universal formerly had its home offices, Universal newsreel is moving to the Ninth avenue exchange center. Figures to speed up shipments and be closer to labs.

Among the express purposes that brought George Arliss to America was again to see his old friend, Winthrop Ames, who'd written him of his illness. But Ames died a day after Arliss embarked for England.

Some of the acts have been expressing themselves over the benefit they did Monday night at the Astor hotel for Louis B. Mayer's fund when there's a theatrical charity the musicians insist on being paid, regardless.

Grover Jones' Statestep two-part story on how '53d Street' (Wagner) was made is a good trailer for Leon & Eddie's, even though Eddie Davis asked for \$25,000 to be in the picture, and then didn't care to make the Hollywood hop.

Walter Winchell had to train himself back into the a.m. hours, now that he's re-commenced Broadway for the Mirror. He did up to 11 p.m. an hour longer every night, and then took to chasing excitement via his police radio set. Incidentally, 'Love and Hisses', second Winchell-Bernie pic, being held back for Xmas release, has a Gordon and Revel theme song, 'I Want to Be in Winchell's Column,' which Feist publishes.

Berlin

Sigrid Onegin concerting at Beethovensaal.

'Wings of the Morning' (20th) at the Capitol.

Eugen Jochum batoning in Naples and Rome end of November.

Victor de Sabata went from Rome to conduct Berlin Philharmonic orchestra.

Greta Keller, known in the States through her waxing, giving a concert.

Fritz Riecke, for years musical supervisor at Ufa, died after a short illness.

Exteriors begun on Gerhard Hauptmann's 'Beaver Fur,' with Heinrich George.

B. E. Luthge, who has dubbed many American pix, on his way to U. S. A.

Wilhelm Furtwaengler conducting three performances of Wagner's 'Meistersinger'.

Paula Wessely up from Vienna for the annual great performances at the Deutsches theatre.

Eyvind Laholm, chamber singer of

the Deutsches Opera, to Chicago middle of November.

Dusolina Giannini giving guest performance in Verdi's 'Forza del Destino' at the State op'ry.

Dr. Francisco Pinheiro-Guimaraes, journalist from Rio de Janeiro, giving 'Tribis sandis' the o.o.

Gretchen 'Camille,' soon to be premed, has drawn the national rating of 'artistically valuable.'

While 'Way Out West' is running at the Marienbad, another Laura Hardy combo, 'Tra Diavolo,' is at the Kamera.

Theo Mackeben, w.k. cfeffer, to London to do the notes for Maurice Chevalier.

Oldest Gothic organ in the world of famous St. Sebastian, church at Nuremberg being restored. It dates back to 1443.

Paris

Eddie Knight in town.
Bruno Walter expected.

The Four Co-Eds at A.B.C. Mauriceot off to Belgium.

Harry Latta visiting Riviera.
Joe Sperry at Harlem Club.

Mirielle Ballin to Hollywood.
Elen Dosia off for New York.

George Slocombe to America.
Yvonne Vail at Le Grand Hotel.

Myrtle Watkins at Villa d'Este.
Arthur Gaines at Harlem Club.

Jean Tranchant at Cafe Florian.
Estelle and Le Roy at Bagatelle.

Stella Farnham for concert.
'Tabiti' new Montmartre night.

Ray Ventura back from America.
Paul Berny off for South America.

Mirille married to Emmanuel Berl.
Edmond T. Greville in from London.

R-K-O going into pic production here.
Stedman Jones in from New York.

Dave Hacker and June Sidel at A.B.C.
Mexican expo building finally open.

Germaine Aussey back to Hollywood.
French critics liking 'Stella Dallas' (U.A.).

Paul Colline appearing Chez Ray Ventura.
Benny Carter and band at Bouffes.

Marian Anderson recital at Salle Gaveau.
Yanni-Marceau concerting at Theatre Chatelet.

United States moving offices to Champs-Elysees.
Jean Clement singing at Magic City dance hall.

American film interests fearing new restrictions.
New Cinema Biarritz open on Champs-Elysees.

Claude Evy, mayor of Orleans, writing series.
Raquel Meller off for South America for long tour.

Pierre Ducis to film operetta, 'Au Soleil d'Or,' at Theatre Dancou.
'La Grande Illusion,' French war pic, banned in Italy.

George Johnson's band moving over to Cigolito.
Curtis String Quartet concerting at Salle Ecole Normal.

Alice Field and Lyne Celvers injured in auto accident.
Cooking 'Fay' singing for next Casino de Paris revue.

'Vulpone' passing 600th performance at Theatre l'Atelier.
Jules Ladoumery on current Cirque Medrano offering.

'La Belle Saison,' operetta starring Lucienne Boyer, closing.
Lionel Michael again taking over direction of 'Fay' band playing for American Automobile Club show.

Jerry Andrews topping bill at newly opened Chiquito Club.
'Pamplounes' passing 200th performance at Theatre Dancou.

'Madame Bovary' closing at Theatre Montparnasse after long run.
Lily Lamb 'Miss Paris 1937' making cabaret debut at Sheherazade.

'Burned' held's band playing for American Automobile Club show.
Cost of wearing Legion of Honor red ribbon boosted by French gov't.

Robert Quinault engaged by Mitty Goldin to set new revue at Mogador.
Duke of Windsor speaking at Anglo-American press club luncheon.

Bobbie Joyce packing for home after five months at Chatelet Theatre.
Cecile Sorel adding 'Confessions' to 'Memoirs' for American publication.

Maurice Chevalier in from London—again topping Casino de Paris revue.
Writer Maurice Dekobra turning director for 'Le Carnaval des Spectacles'.

'Saxieme Etage' new play by Alfred Gheri opening at Theatre des Arts.
French government trying to make up mind about expo opening next year.

Expo Parc des Attractions lowering admish—concessionaires faring badly.
Lamoureux orchestra concerting at Salle Gaveau under direction of Eugene Bigot.

'Les Femmes de Madame Carroll' play by Meg Villars and May Viterbo in rehearsal at Cabucines, with Nilda Duplessy in lead.

Eric von Stroheim and Jean-Pierre Aumont signed by Jacques de Baroncelli for his next film, 'L'Imperatrice de la Nuit.'

London

'Sapper,' famous war novelist, left \$130,000.

Mat. McKeligue on the sick list. Ulcer troubles.

The Great Dane talking of retiring after next year.

Archie Mayo spent several days in London en route to the continent.

Georges Bunya to make his initial trip to Hollywood in three weeks.

Al Lichtman taking a private peep at the progress of Television in England.

Sir Seymour Hicks revived 'It's You I Want' at the Cambridge.

Nov. 6.
Allan Aynesworth, character actor, celebrating his golden stage jubilee.

'Crazy Days,' the Shaftesbury theatre musical, lingering, with cast on 35% cut.

Emile Lime (Lime Trio) flying to Berlin for one day to see his mother, who is seriously ill.

'Stone and Lee' to South Africa Jan. 21, for six week tour with option, with Australia to follow.

Julius Hagen has just completed a couple \$45,000 pic for Metro, with two more scheduled.

Gaudsmith, Brothers asked to play return date at 'St. Moritz,' the Coliseum ice musical, next April.

Bob Ritchie and Mickey Balcon, appointed directors of Metro-Goldwyn-Mayer (London) Corporation.

Ice Ballet at Covent Garden has changed over from twice nightly to once each evening, with two matinees.

Ice shows now spreading to Paris, with the first one to be staged by Mitty Golden at the Mogador.

Shuberts' local scouts nibbling at 'It's in the Bag,' Landeau Rubens revue just produced at the Saville theatre.

Current Cliff Fischer show at the London Casino closed till end of January. Was intended to close Christmas.

Maximilian Truzzi going over to play in the new Cliff Fischer French Casino show, New York, due around December.

Warner Brothers new picture house, on the former Daly's theatre site, not likely to be ready before next August.

Critics Circle giving complimentary dinner to S. R. Littlewood, celebrating his 40 years as a dramatic critic.

'Dead End' set for the Gaumont, Haymarket, but not likely to get there before Christmas, owing to previous bookings.

Stoll Picture House running 'Lost Horizon' and 'Night Must Fall' on one program, occupying nearly four hours, plus newsreel.

Jacob Glucksman, of the Glucksman Brothers chain of cinemas in South America, looking over local product for his circuit.

Noel Madison doing one for Wainwright and Charles Woolf subsidiary, then off to Hollywood. But returns again early next year.

Jackie Tucker, eldest daughter of Charlie Tucker, the ex-vaudeville, and 'Cockney' sister, the age of 14. Had been sick for years.

Jack Jackson and his band broadcasting from Normandy in Pond's Face show, produced and arranged by Walter Thompson Co.

'Return of the Scarlet Pimpernel' goes to the Tivoli, a Gaumont-British house, as the Christmas attraction.

Embassy took taking up second picture on Ross and Stone at tilt in salary. Still another option left, and more than likely will be exercised.

New musical comedy team now talked of are Arthur Riscoe and Elsie Randolph. Latter was formerly leading lady to Jack Buchanan.

Shooting has begun at Beaconsfield on 'Blondes for Danger,' new Gordon Barker comedy thriller for Herbert Wilcox, produced by Jack Raymond.

Father of Betty Bruce, the star of 'The Girl in the Red Velvet Swing,' London Casino, over here on 10 days' vacation. Fischer paying for the trip.

Oscar Deutsch's Odeon, the former Alhambra, Leicester square, with 'Prisoner of Zenda' as opening attraction, expected to do \$45,000 first week.

St. John Ervine's latest, 'Robert's Wife,' replaces the short-lived 'Blonde White' at the Globe Nov. 23. Owen Narcs and Edith Evans held the cast.

Captain Richard Norton, managing director of Pinewood Studios, stricken with flu, and turning his bedroom into an office to receive business callers.

Daisy Kennedy, violinist widow of John Drinkwater, assembling an aggregation of male musicians to make a world tour with a string orchestra, which she will direct.

John Gielgud had to postpone opening of 'School for Scandal' from Nov. 18 to Nov. 25 as Tyrone Guth-

rie, his producer, must finish his role in 'The Vessel of Wrath.'

Writing to friends in London, Eric Maschwitz thinks 'Room Service' is the funniest farce he has seen in years, but is doubtful whether it would be a hit in London.

Ministry of Labour registering resentment of all-foreign program at Dorchester hotel cabaret; so Henry Sherek's lineup for the next show will have a lot of English.

Marjorie Dash, daughter of Irwin Dash, music publisher, playing the part of a sec in the latest Arthur Tracy picture being done at Pinewood by Sinclair Hill and Templeton.

Not being able to secure Robert Donat for the lead in 'Silent Knight,' Gilbert Miller tried to get Griffiths Jones, but failed, as he has a London film contract, which has three years to run.

Russell Swann hit heavily by motor car, just as he was on his way to his cabinet of Laker registering hospital, missed his first show, and came back for the second show battered and bruised.

Ned Clarke, RKO-Radio Holland representative, went local Paramount executive's daughter, with Jack Kennedy and Jack de Wall, of Radio London office, flying to Holland to do a best man at a wedding.

New Grosvenor house floor show due in Dec. 9. George Hale will stage the dances and have his own line of gaiters made up.

Pierce and Billy Bennett will be the acts, latter to emcee.

Sydney

Walter J. Hutchinson on his way to New York.

Marcus show reported doing splendid biz in Brisbane.

Charles Munro, Hoyts, looking over Sydney interests.

Arthur Gregory has resigned from 20th-Fox as sales manager owing to ill health.

George Applegate, chief W.E., will leave for New Zealand this week to take a look-see over the territory.

Ernest Turnbull moves in g.m. for 20th-Fox. Turnbull will also care for British Dominion's distrib.

Ernest C. Ralls meeting with some success producing revues for the Australian Broadcasting Commission.

Wit week-ends proving helpful to the theatre by showing b.o. his through cancellation of sporting fixtures.

Mob is slowly moving out of the city to Melbourne to take in the racing. Which will begin there early next month.

Sir Ben Fuller is hopeful that he will secure sufficient finance to permit the erection of a new theatre in this city at the end of the new year.

Looks like Stuart F. Doyle will be sticking abroad longer than intended. Instructions have been received to let his flat for a further three months.

'Wings of the Morning' (G-B) swings into eleventh week to remarkable biz. It's the best Britisher to hit here in some years from the b.o. viewpoint.

Unit's 'Road Back' was screened before the Prime Minister (Mr. Lyons) in Canberra last week. Pic will be roadshown throughout commonwealth.

Williamson-Tait have a real hit with 'Balalaika,' starring Robert Halliday and Margaret Adams. Legit era swings into eleventh week with plenty movie trade here.

Hoyts new theatre in Perth, Plaza, has caught on with public and big since opening has been remarkable.

Hoyts is looking for additional theatres elsewhere.

Acts playing here for Frank Nell include Nina Mackinnon, York and Tracey, Eddie Sharp, Roy Rene, Sadie Gage, Tracy and Hay, Bob Fisher, Irwin, Nan and Felix, Alverdi and Lee, and Harry Marconi.

Commonwealth Production going ahead with 'Typhoon' on Great Barrier Reef under direction of Noel Monkton. New Era Films will produce 'The Avenger' with a local cast under Dick Harwood within the next week or so.

Work is held up on the Crystal Palace renovations because, so it is alleged, of little trouble coming pic supply and finance. House was due to open last August on indie policy for Tom Archibald. Settlement is expected soon to allow work to proceed.

Fay Compton opened successfully for Williamson-Tait in 'Victoria Regina' a week ago. Includes Bruno Barnet, Peter Dearing, Ned Coddington, Hayley Bell, Stafford Hilliard, Jack McNaughton and Michael Wilding, with Peter Dearing producing.

Acts playing Melbourne for Frank Nell include Rex Weber, Devito Denny, Dorothy Stevens, Betty Arnold, Powell and Best, Ward and King, Radiana, Dave Seed, Jack Janis, Lilian White, Marini and Andy, Miriam Lester, Bob Parrish and Carl Shaw.

Pic production is picking up. New Era Films producing 'The Avenger' at National, and Commonwealth Productions has a unit at Great Barrier Reef for 'Typhoon Treasure.'

Both pic units new bag after current week at Jones State-Lake. Bag was added in appreciation for near record business credited to her.

Warner Bros. luncheoned Dick Powell at his stop-over.

CAPA tossing a shindig at the Sherman hotel this week.

Lynn Chalmers up and around a week after her appendectomy.

Monty is expected soon to allow concessionaire at Chicago City Opera house.

George Browne went hunting and sent Jimmy Petrillo a brace of mal-lards.

Jeanne Manet, French warbler, a stop-over on way to Coast to do first picture.

Grace Moore in for 'Mannon' warbler with the Chicago City Opera company.

Dan Ryan back after week setting up Bakers' convention show in Kansas City.

Paula Whitney showing his indie 'Assassin of Youth' to exhibitors in Kansas City and Chi territories over the weekend.

Warner Bros. and Herbert Wilcox, in town to attend premiere of the 'Victoria the Great' at Palace, and press parties by John Joseph.

Anron J. Jones gave Toby Wing her last picture, new bag after current week at Jones State-Lake. Bag was added in appreciation for near record business credited to her.

Hollywood

Louise Campbell holidaying in Chi.

Norma Talmadge better, following surgery.

Henry Hull here to fulfill Metro contract.

Constance Collier back from Gotham.

Pandro Berman home from the north woods.

Patricia Ellis winged in after five months abroad.

William Beaudine in from London for the holidays.

Dick and Jobyna Arlen yachting in Mexican waters.

Dave Epstein baking out a heavy cold at Palm Springs.

Tom Keene flew his own ship to the Amariello roundup.

Lester Stouden grabbed job as tennis pro at Palm Springs.

Dixie Dunbar ill from a severe cold incurred while swimming.

J. G. Blystone conning the script of 'Swiss Cheese' at Arrowhead.

Eddie Egan and Artie Shaw, with 160 birds—doves and quail.

Dave Weber, dangle-advancing on Metro's 'Girl of the Golden West.'

Mickey Rooney essaying to sorout a hirsute growth on his upper lip.

Ned Dobson resigned as picture talent head for Rockwell-O'Keefe.

Arthur Plantados moves in as Co. Rep. for Robt. and Lupa.

James Wong Howe settled his lenser pace at S-I and will free-lance.

Anna Sten and husband, Dr. Eugen Frenke, took their citizenship oaths.

Frieda Isenstadt, of Brooklyn, N.Y., newly tagged Frieda Starr by Metro.

Col. E. A. Schiller, Loew's theatre head, planning to settle down in Beverly Hills.

Eddie Egan's new passport allows him to visit every country in the world.

Lewis Stone plays his 90th featured film role in Metro's 'Catch of the Day.'

W. Ray Johnston, Mono prez, and Eddie Golden, sales chief, in for studio huddles.

Otto Ludwig Freminger back from N. Y. vacash to meg 20th-Fox's 'Shanghai Deadline.'

William Bledsoe resigned as editor-in-chief for Robt. and Lupa, publication of Screen Actors Guild.

Sonya Levien returns to Selznick International on loan to script 'Merry, Merry Maidens.'

Walter Ruggles brought in 'True Confession,' and hopped to Frisco, after which he'll trek east.

Harry Poppe upped from biz manager of Metro to short subjects to producer under Jack Chertok.

James Steinheimer, Radio trailer head, has had his tag officially changed to 'radio' and 'radio.'

Worthley McNulty, N. Y. stage actress, has had her monicker switched to Penny Singleton at Warners.

Louise Hovick back at 20th-Fox from N. Y. short subjects, Hovick gysing out in the family trailer.

Sir Cedric Hardwicke was tossed a bingie by Reginald Gardiner before deserting to Robt. and Lupa.

Joan Blondell accompanied Dick Powell to Cleveland on account of Dick's birthday falling en route. He's 31.

Harry Riley, New York p.a., and Frank Killuff, local flack, have started a new Coast public relations agency.

Leo Joison turned down a \$20,000 offer for week's p.a. with Ruby Keeler at the Great Britain Radio Expo next August.

Dave Blum, legal and publicity head for Metro and Loew, Hollywood department, at the studio huddling with Robert Vogel, his local assistant.

Arrietta Bitter, wife of Walter Abel, held a solo concert as a harpist at the Wilshire Ebell theatre and drew a full house of picture people and socialites.

Chicago

Warner Bros. luncheoned Dick Powell at his stop-over.

CAPA tossing a shindig at the Sherman hotel this week.

Lynn Chalmers up and around a week after her appendectomy.

Monty is expected soon to allow concessionaire at Chicago City Opera house.

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OBITUARIES

MRS. LESLIE CARTER

Mrs. Leslie Carter, 75, died of endocarditis at her home in Brentwood Heights last Saturday (13). She had been seriously ill a month, and for the last two weeks of her life it was known that the end was inevitable.

She was attended in her last illness by Dr. C. D. Dickey. At the bedside when death came was her husband, W. L. (Lou) Payne, to whom she was married in 1906, and the adopted daughter of the couple, Mary Carter Payne.

Body will be shipped to Dayton, Ohio, for burial in the family plot.

Mrs. Leslie Carter was born in Lexington, Ky., on June 10, 1862. She made her first stage appearance on Nov. 10, 1880, in New York in the leading role in "The Ugly Duckling." Her first engagement in London was at the Adelphi on April 9, 1888, in

including "The Two Orphans." In pictures he supported Arliss in "Disraeli" and also played with Mary Pickford, Pauline Frederick and Marguerite Clarke. He is survived by his widow, Marion Elmore. They celebrated their golden wedding in 1934.

CLARENCE BECK

Clarence Beck, 63, one-time theatre owner and operator, died in Chicago of heart disease on Nov. 11. He was the father of Richard Beck, who now operates the Cameo and American in Newark, and the Broad in Elizabeth, N. J.

Beck came to Chicago from the East at the age of 19 and got into the restaurant business, finally building and operating the old Baltimore Inn, which became the theatrical meeting place, Chicago. In 1913, he built the Castle on State street, and operated it for 20 years, as first run and later as a grind spot. Quit business in 1935 because of ill health, with the house remodeled into mercantile spot.

Widow and son survive. Burial in Chicago.

L. B. COOL

L. B. Cool, 70, veteran showman and for the last year WB manager in Sharon, Pa., died at the Buhl hospital in Sharon, Pa., Nov. 13, after a lingering illness.

For a long time, Cool was connected with the Shea-Hyde interests and managed the Fulton theatre in Pittsburgh for them from 1931 to 1936. Before going into show business, he was in politics, having served as a director in the U. S. Copyright Bureau during the McKinley administration. His widow and daughter survive him.

RICARDO IZQUIERDO

Ricardo Izquierdo, 52, magician of Rubin & Cherry canny, died in Atlanta hospital Friday (12) after an illness of several weeks.

Billed as "Great Ricardo," Izquierdo had been in show biz since childhood, having risen from stage apprentice to head of his own show. Born in Lima, Peru, he had toured in many foreign lands. Wife and two sons, Aldo and Ricardo, Jr., survive. Burial was in Atlanta.

THOMAS M. LOVE

Thomas M. Love, 67, died at his home in Cynwyd, a Philadelphia suburb, Nov. 11.

He had been active in theatricals since 1895, a part of which time he was general manager of the Bixton-Ridinger theatre circuit. He started his career as a showman at the Broad, under Samuel Nixon. He was treasurer of the Forrest Home, and

with the stage for more than 50 years and built the Little theatre, London, in 1910.

She made her first professional appearance with Sarah Thorne's company in 1887, and her last known public performances were given in 1932.

JOSEPH EDWARD PIERCE

Joseph Edward Pierce, 35, died at Charing Cross Hospital, London, Nov. 7. He was of the vaudeville type of Pierce and Roslyn (Mrs. Pierce) which toured the world the past 35 years.

Their first appearance in England was in 1914, when Mrs. Pierce was the first woman to play the piano accordion on the British stage.

W. R. J. BULL

W. R. J. Bull, surviving partner of the firm of Lacon & Ollier, old ticket agency company, died in London Nov. 7, aged 53.

He joined the firm in 1912 and became head of it on the death of his father five years ago. Bull was chairman of the Libraries Association.

CHARLES P. STITT

Charles P. Stitt, former official of Victor Talking Machine Company, died in Hahnemann Hospital, Philadelphia, Nov. 12 after a long illness.

Following merger of Victor with RCA, Stitt became an executive of the Inghram Clock Company, Bristol, Conn.

KARL STREITMANN

Karl Streitmann, 85, operetta tenor from 1882-1906, originator of many parts in Johann Strauss operettas, died recently in Vienna.

Streitmann, who had received the title of Professor from the government, lived on a small pension given from the city.

ADAM K. HODES

Adam K. Hodes, 62, a former theatrical producer, in recent years engaged in the manufacture of automobile accessories, died suddenly at his home in Fremont, O., Nov. 3.

For more than a decade he was identified with theatricals in the midwest. A daughter survives.

THURLOW K. ALBAUGH

Thurlow K. Albaugh, widely known in Ohio theatrical circles at the turn of the century, died in Canton, O., Nov. 7 from complications.

As a young man he built and operated theatres in Youngstown and Akron, O. His mother and widow survive.

CALVIN G. TURNER

Calvin G. "Doc" Turner, 29, well known orchestra player, died at Beaumont, Texas, Nov. 9 of gunshot wound received in cafe affray 10 days previously in argument over payment for drinks.

Interment was at Beaumont.

CHARLES GRANT

Charles Grant, 50, musical arranger for Werner Janssen, died in Hollywood, Nov. 9, from a cerebral hemorrhage. Body was sent to Brooklyn for burial with the widow accompanying.

Two daughters and a brother also survive.

WINSTON MOORE

Winston C. Moore, 35, sound engineer, died in Hollywood, Nov. 6. Military funeral was held at Sawtelle, Nov. 9, with members of the Naval Reserve, to which Moore belonged, as pallbearers.

He is survived by his mother.

MARIE FOSTER

Marie Foster, 23-year-old entertainer at the Evening Star night club, Oklahoma City, died last week from a heart ailment attributed to a fall from a second story window which broke her back several weeks ago.

WILHELM von WYMETAL

Baron Wilhelm von Wymetal, 75, died in Vienna Nov. 8, after having taken poison.

He had been stage director of the Vienna opera house and the New York Metropolitan, as well as in Prague and Leipzig.

NELSON LARABY

Nelson Laraby, 50, Warner Bros. cameraman, died Nov. 7 in Burbank, Calif.

His widow, two daughters and a son survive.

GEORGE KUNKEL

George Kunkel, 70, veteran actor, died in Hollywood, Nov. 8 from a heart attack. Funeral was held Nov.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. VARIETY takes no credit for these news items, each has been rewritten from a daily paper.

East

City cops and firemen to repair old toys for gifts to needy children. Annual custom. Air guns barred.

Thomas J. McGrath, Lily Pons' vocal discovery, sailed last week for Milan to pursue his studies. Lie-down pickets latest wrinkle. Police picked up 24 men and women for sprawling on the sidewalk in front of an Automat.

Sotero D. Cocalis, of the theatre chain, bruised when he fell from a tree last week, is expected to escape from a fire in his home at Elizabeth, N. J. Fire started in basement among painter's materials, and did little damage.

Receiver for Frank Shannon, bankrupt bookmaker, suing the five leading N. Y. race tracks for \$67,635 alleged to have been paid the racing association by Shannon for the privilege of making book at the tracks. Includes \$100 daily fee, five admissions at \$5 each day.

Pennsylvania seeking to slap a tax on bicycles. Says they're getting too numerous. State Liquor Authority warns N. Y. brewers it is going to crack down on violators. Chiefly financing saloons.

James and Alice Dowd, who run a school for models, had press commencement last week for the first-class of graduates. Offer them as super models. Only 13 picked from a class of 150.

Four slickup men attempted to raid a floating dice game last week. They did not know that there were five cops present who had already raided the joint. One is in the hospital with a bullet in his wrist and another in jail.

Eastman Kodak voted a bonus of \$3,550,000 to its employees last week. The record.

Fiance Strock to costume "The Housemaker" for the Shuberts. Police alarm out for Florence Sorenson, believed to have left home to go into pictures.

"French Without Tears" benefit last Sunday for Stage Relief Fund.

Major Bowes' show at Millwood, N. Y. burned to the ground Friday (12). Damage set at \$50,000, including the furnishings.

Medals given to drivers of the first east and westbound cars to enter Holland Tunnel on its 10th anniversary. One turned down by a woman who said she had no time to waste on such foolishness, so the next driver got it.

About a block of the boardwalk at Rockaway burned out Friday. Five alarms brought out 25 engines. One pleachase Baths included in the wipe-out.

Cosmopolitan hotel, Chambers street at West Broadway, gutted by fire Thursday. Handyman confessed he set the blaze because someone had stolen his \$25 radio.

Ernest Hemingway is completing a play in Madrid. Written in the Florida hotel, the locale of most of the action.

Triangle club to give its premiere in Princeton Dec. 10. N. Y. dates are 17-18.

Mayor LaGuardia planning to give WNYC, New York's municipal station, a new cover. Big idea is to publicize the World's Fair.

John Montagu's golf bet bogged down at Fresh Meadow Country club Sunday when a gallery of 12,000 made play impossible.

Brattleboro theatre, Brooklyn group, rehearsing the antique "Sweetie Todd," Paul Stephenson directing.

Three women suffered broken legs when a taxi got out of control at Broadway and 43d Thursday afternoon and plunged into a crowd of holiday pedestrians. Ambulance

12, with interment in Hollywood cemetery. The widow, a son and a sister survive.

CHARLES BUMSTEAD

Charles Bumstead, 47, operator of a portable circuit in Colorado, Wyoming and South Dakota, died at his home in Denver, Colo.

KATHERINE WICK KELLY

Katherine Wick Kelly, 49, actress, committed suicide in Cleveland Nov. 8.

Details in the Legit section.

Mrs. Catherine N. Mulvihill, 65, widow of John M. Mulvihill, former manager of the Elitch theatre and amusement park, Denver, died at her home in Denver after a long illness.

James D. Green, father of Charles E. Green, president of Consolidated Radio Artists, died at Mariou, O., Nov. 15, following heart attack.

Father of Stan Zucker, v.p. of Consolidated Radio Artists, died in Cleveland, O., Nov. 14.

called overturned, injuring the driver and surgeon, and two more had to be called. Made plenty of excitement for a few minutes.

Federal men seized 240,000 tickets in a new Monaco sweepstakes last week. Harry Golden arraigned on a charge of smuggling them into this country. Race is to be run in March. Lalo Cadona seriously hurt in Paris on eve of French debut. May be forced to give up work, physicians hold.

Olin Downes, N. Y. Times music critic, given the Finnish Order of the White Rose. For his championship of Finnish composers.

Met picks "Tristan" for the opening opera Nov. 29.

This year's motor truck show being held in New York. Has been decided on the Port of N. Y. Authority building for next year's event.

Bremen cancels its world's cruise on account of the war, but the Reliance will take a chance.

Westchester cracks down on racy mags. No more after Dec. 1.

Albert Spaulding, violinist, one of the 10 election. Has been manager of the American Academy of Arts and Letters last Friday. Society still has three more to fill vacancies.

Edward Johnson, of the Met, appoints Earle R. Lewis assistant. Has been with the house since 1906.

Dillard Long, of WPA project, made supervisor of marionette shows in this section. Has been manager of the Maxine Elliott.

Rev. John Haynes Holmes to discuss "Susan and God" at the Community Center tonight (17).

Katherine Emery, Sheppard Strudwick and Frederick Tozer, of

(Continued on page 71)

MARRIAGES

Ena Gregory to Dr. Frank Nohr, Nov. 5, in Los Angeles. Bride is former film actress. Second for both.

Eloise Morrison to Stanley Moore, Oct. 28. Groom is with the Bungalow theatre at Weatherford, Okla. Bride non-pro.

Pauline Swanson, radio publicist, to Leo Townsend, western editor for Dell Publications (fan mags), July 23, in Ventura, Calif.

Margaret Myers to Jack Thomas, Nov. 10, in Long Beach, Calif. Groom is dialog director.

Bobby Woodburn to Carroll Nye, at Riverside, Calif., Nov. 20. Both in the western office of Earl Ferris Radio Features.

Clarice Sherry, Metro stock player, to Sidney D. Lond, Universal technical executive, at Reno, Nov. 9.

Kathleen Kent, former legist, to Peter Finney, Nov. 13, at Ausable Forks, N. Y. Bride is the daughter of Rockwell Kent. Groom is Washington, D. C., reporter and rewrite man for the March of Time news-reel.

Clara Jane Hopson to D. Yancy Bradshaw, Nov. 15, in Omaha, Neb. Groom is chief technician of March of Time. Bride is non-pro.

Patricia Smith to William Stancil, Nov. 14, in Beverly Hills. Groom is film sound engineer.

Bryant Bryan, non pro, to Harry Sosnik, orchestra leader, Nov. 8, in Yuma, Arizona.

BIRTHS

Mr. and Mrs. Cyrus W. Durgin, son, Boston, Nov. 8. Father is music editor and assistant dramatic editor of the Boston Globe.

Mr. and Mrs. Merv Robertson, son, Nov. 6, at Akron, O. Father with the commercial staff of WADC, Akron.

Mr. and Mrs. Henry Burton, son, Nov. 11, Los Angeles. Father is technician at RKO studio.

Mr. and Mrs. Danny Danker, daughter, Nov. 12 in Los Angeles. Father is J. Walter Thompson agency v.p. in charge of radio on the Coast.

Mr. and Mrs. James Beale, daughter, Nov. 12 in Los Angeles. Father is publicist with J. Walter Thompson agency.

Mr. and Mrs. Nate Tufts, son, Nov. 12 in Los Angeles. Father is producer of Joe Penn radio show.

Mr. and Mrs. H. R. Gross, son, Des Moines, Nov. 10. Father is news editor of WHO.

Mr. and Mrs. Reed Snyder, daughter, Des Moines, Nov. 5. Father is supervisor of studio operations, WHO.

Mr. and Mrs. Humboldt Greig, daughter, Leroy hospital, New York, Nov. 12. Father is national sales mgr. for the McClatchy network.

— IN MEMORIAM —

FRED DONACHEY

November 8, 1937

whose friendship and splendid ability is held in lasting remembrance by his associates in the headquarters of "Chicago's Own Xmas Benefit," where he served faithfully in the season of 1936.

the leading part in "The Heart of Maryland," one of her favorite stage pieces.

Mrs. Carter appeared under the management of David Belasco until her marriage to W. L. Payne in the summer of 1906. For several seasons thereafter she toured under her own management.

In the summer of 1917 Mrs. Carter went into retirement for four years, returning to the stage in New York in September, 1921, in "The Circle." Mrs. Carter appeared in a long list of plays. Among them were, in addition to those mentioned: "Zaza," "Du Barry," "Adrea," "La Tosca," "Kassa," "Vasta Herne," "Two Women," "Camille," "Magda," "The Second Mrs. Tanqueray," "The Gay Lord Quex," "The Lady in Red," "Madame X," "Stella Dallas," "The Shanghai Gesture," "She Stoops to Conquer." Some of these, notably "Zaza" and "Du Barry," were in her repertoire for years.

Although Mrs. Carter was the wife of W. L. Payne at the time of her death, she retained her first husband's name throughout her career for stage purposes.

Mrs. Carter is credited with one film appearance—in "Rocky Mountain Mystery," a Paramount film made in 1935. She had also played briefly in vaudeville.

FRANK FINNEY

Frank Finney, 63, long a favorite comedian on the burlesque wheels and in vaudeville, died in a Spokane hospital last week. He contracted a cold while acting as gate keeper at the Playfair trail, but it was not regarded as serious until a collapse caused him to be rushed to the hospital, where he died shortly after his admission.

Finney, whose real name was James Whaley, was born in Spokane and began his career there at the old Cocur d'Alene variety theatre and while there wrote the song, "Sunny Old Spokane," which is still unofficially the town's civic anthem. He eventually reached the east where he soon became an outstanding figure on the Columbia wheel.

In recent years he had been living in Spokane, staging home talent shows and doing a little radio work, but he refused several offers to engage in radio or picture work that would require him to leave home. He is survived by a daughter, Marje.

FRANK LOSEE

Frank Losee, 81, veteran character actor, died in Yonkers Nov. 14. He was apparently recovering from an attack of arthritis when stricken by a pulmonary embolism.

He got his training with the Amaranth amateur society in Brooklyn. He was for many years a favorite actor in the support of such players as John Drew, Clara Morris and other stars, but was more frequently employed in ensemble productions,

IN LOVING MEMORY OF OUR DEAR DEPARTED

MOTHER

SARAH MORETTE

Who Died Nov. 20, 1928

Her Two Daughters

Anna and Lillian Morette

for eight years headed the Philadelphia Board of Theatre Control.

His widow, four sons and two daughters survive.

WILLIAM HATTAM

William Hattam, managing director of Webster & Girling, Ltd., died in London Nov. 7. He started in with the firm 38 years ago as a messenger boy.

Webster & Girling is one of the leading ticket libraries of England, and Hattam was head of a committee of five which attended all first nights and voted on the amount of seats they were prepared to purchase—if any.

WILLIAM RICHARDSON

William Richardson, 51, actor, died in Los Angeles, Nov. 8.

Body was shipped to Vicksburg, Miss., for burial. The widow survives.

GERTRUDE KINGSTON

Gertrude Kingston (Mrs. Gertrude Silver) died in London nursing home Nov. 8. She was associated

WHAT THEY THINK

Omitted Important Paragraph
Boston, Nov. 14.

Editor, VARIETY:

Referring to your article on page 35 of last week's issue which contained a statement written by me and read by Bickford at the Republican Women's meeting in Northampton, I notice that you left off the last paragraph of my statement which I consider to be very important and which read as follows:

"The people are entitled to honest, clean and efficient government and we urge all political parties to select only men to run for office that can meet these requirements and then let the election be decided by the platform on which the candidate runs."

I regret that this was omitted and hope that it will be possible for you to run an item containing this.

Joseph Shepard, 3rd.
President, Yankee Network.

'Lawrence of Arabia' Rights
New York, Nov. 12.

Editor, VARIETY:

In VARIETY of Nov. 3, page 5, there appeared an article in which mention is made of Leslie Howard's deal with Korda on 'Lawrence of Arabia,' that Howard was assembling a troupe for Arabian location, and that the production would get under way after Jan. 1.

'Lawrence of Arabia' was written by Mary K. Brooks and copyrighted in 1935; and some time after such copyright was procured, the script was submitted to Leslie Howard, and

has not been returned. No arrangement has been made with Howard or with Korda for the rights to the play, and it is the author's intention to protect her rights.

Through other sources, Mrs. Brooks' play is getting under way and a goodly portion of the scenes have already been shot in Arabia.

Morris Green.

Minnesota Strictly Sustaining
Minneapolis, Nov. 8.

Editor, VARIETY:

As your radio items from this territory have always been so accurate I was somewhat surprised by the article on the front page of the Nov. 3 issue, headed 'Campus Nixes Bally'.

I don't know anything about the first part of the story having to do with the newsreel arrangements, but in regard to the last paragraph, you have done the University of Minnesota an injustice. None of the Twin-City radio stations pay any fees for broadcasting, nor are we permitted to sell broadcasts for sponsorship. In other words, the University co-operates to the fullest extent in helping us out as long as we keep the broadcasts on a sustaining basis.

The University of Minnesota is very set against the commercialization of any campus or collegiate activities. They are always glad to help out on any broadcast of a sustaining nature.

E. H. Gammons,
General Manager, WCCO.

\$38,600 filed by Myron Selznick & Co. for commissions asserted due on the moppet's earnings.

Patric Knowles, Warner player was overcome by gas in his dressing room on the Burbank lot when he turned on a gas heater believing it would ignite automatically.

Marian Baldwin, publicity woman, swallowed an overdose of sleeping tablets in an attempt to end her life according to report at Hollywood police station. She will recover.

Richard Ince, son of Thomas Ince, announced he will be married next spring to Barbara Burroughs.

Ivan Cedar, film stunt man, killed in an automobile accident near Tucson.

Fritz Mandl, Austrian munitions manufacturer and husband of Hedy Lamarr, Metro actress, announced he will come to America to block her plans to obtain a divorce. Wife formerly was known as Hedy Kiesler and appeared in the film 'Ecstasy.'

Mrs. Edith S. Oland, wife of Warner Oland, film actor, will receive \$2,750 monthly pending settlement of her separate maintenance suit under an order granted by Superior Judge E. Bigler in Santa Barbara. She had asked for \$3,500 a month.

Donald Ogden Stewart, writer for Samuel Goldwyn, suffered severe injuries last Sunday (13) when he was struck and knocked down by an automobile in Hollywood. Over the weekend it was reported at Cedars of Lebanon hospital that he is expected to recover.

John Timony, 20, was arrested in Los Angeles charged with sending a letter to Marion Davies demanding \$1,000 'or else.' Timony who is said to have admitted serving time in juvenile penal institutions, was given a hearing in U. S. Commissioner David B. Head's court.

Dramatists' Plan

(Continued from page 1)

their faulty scripts in actual performance is 'promising.'

While no workable plan for setting up the theatre has been evolved the group is meeting regularly every other month to discuss it. When a satisfactory plan is figured out, it will be submitted to the Guild board for approval.

In the meantime, the Guild is seeking to encourage young playwrights by providing ready employment with jobs in New York. Purpose is to keep them close to the theatre, so they will not lose interest. Effort is made to have the jobs routine ones which will not require too much mental work by the playwrights, so they will have energy enough, when the day is ended, to do their writing at night. Also, wherever possible, passages for Broadway shows are made available.

Committee in charge of awarding the five \$1,000 John Golden fellowships for playwrights has announced that 110 applications have been received. Applicants will be required to fill out questionnaires, idea being to forestall squawks of discrimination from rejected candidates.

Likker Violations

(Continued from page 57)

so-so in past seasons because it is out of the center of the city. It didn't open this fall. Alpert had a lengthy stay there two season ago.

Business 'Abused'

Camden, N. J., Nov. 16.

Public was asked last week by Neil Deighan, prez of N. J. State Licensed Beverage Association, to report niteries offering loud shows or otherwise violating likker laws. Speaking before the Gloucester (N. J.) Rotary Club, he asked aid in cleaning up legalized beverage industry.

'Liquor business in many instances is being abused,' Deighan said. 'There were two things that brought prohibition. They were dirty politics and brewery-owned saloons. When prohibition was repealed the bootleggers had been thriving and municipalities grasped at the opportunity to issue licenses to reap revenue.'

'We are conducting a legitimate business and it should be recognized as such. In this state last year more than \$13,000,000 was paid in taxes to the State and municipalities.'

Minneapolis, Nov. 16.

Three of the largest loop night clubs, along with four other establishments, were raided by Mayor George E. Beach last week for alleged liquor law violations, following charges aired in the newspapers that the niteries were running hog-wild, with closing hours tossed into the discard. Mayor revoked the licenses, but the clubs obtained temporary restraining orders which permitted them to remain open during the weekend when the town was overrun with thousands of University of Minnesota 'homecoming' visitors seeking entertainment.

Following the raids, the mayor announced that henceforth all liquor closing laws and other statutes would be enforced to the letter. He also appointed a commission headed by a Methodist minister to 'investigate racketeering elements and moral conditions, including gambling and prostitution.'

Gambling Raids

Indianapolis, Nov. 16.

Plantation, niterly located 15 miles northeast of town and drawing all its patronage from this city, was shuttered less than a week after opening when state police swooped down Thursday (11), and arrested seven employees on gambling charges. Slot machines, roulette wheels, and dice tables were confiscated and taken to Greenfield, Ind., county seat, to be used as evidence.

Names of 66 patrons were obtained, and 21 of these have been served with affidavits to appear as material witnesses. Joe Jacobs, alleged proprietor, was freed under \$600 bond, and six employees of the club were out under \$200 bond. Jacobs is already under \$3,100 bond on gambling charges resulting from a raid on the club a few weeks ago. This is expected to close the Plantation for keeps, as \$3 per person minimum charge is said to be not enough to crack the nut for an orchestra and floor show.

Cincinnati, Nov. 16.

Arrowhead Inn, niterly-casino at Loveland, O., 20 miles from here, was closed for the season Nov. 14 following a police raid and shutting on a gambling charge. Manager Sam Nason, who succeeded late Joe Bauer, \$847 in cash and three truckloads of gaming equipment valued at \$3,000 were seized by the Clermont County officials. Manager, only one arrested, was charged with violating the state anti-gambling law.

Leading nite spot of this location for several years, Arrowhead played bands and floor shows. On finale bill were Harry and Betty McCabe, William Novack, Jack Gifford, Mary Burton, Don Arden, and six girls and Harry Candullo's band, with vocalist Evelyn Royce.

SALT LAKE'S AUTO SHOW

Salt Lake City, Nov. 16.

More than one-fifth of Salt Lake City's population paid two-bits each to ogle the latest steamrollers at the annual International Auto Show, which closed today after five sensational days' attendances. Estimated 35,000 persons caught the show.

Haymond booking office, local agents, supplied talent for flesh runs presented twice daily during run of event staged at Covey's Coconut Grove dancehall.

Profitless Theft

Macon, Ga., Nov. 16.

Roy Lenhart, one of principal clowns with Downie Bros. circus, which winters here, wonders what the thief who took a trunk and handbag out of his car plans to do with the swag. Luggage contained funny man's clown costumes, greasepaint and other makeup.

Tough break for Lenhart was fact that he was supposed to leave here to join another tent show in South Georgia and didn't have time enough to replace his wardrobe.

H-W TRICK IN PAY ARREARS

Hollywood, Nov. 16.

Ralph Whitehead, executive secretary of the American Federation of Actors, has received a telegraphic complaint from performers with the Hagenbeck-Wallace circus, which folded in Texas recently, that three weeks' wages plus one week's hold-back remain unpaid.

H-W show was not unionized last season owing to refusal of its performers to go along with those of Ringling Bros.-Barnum & Bailey and Cole Bros.-Clyde Beatty outfits, who joined AFA. H-W personnel now reported eager to line up with AFA.

STEEL PIER IN DOUBT

Atlantic City Playground May Shutter for Winter—or Good

Atlantic City, Nov. 16.

Unless developments within the ensuing two weeks are such as to make possible a change of plans, the Steel Pier will close before the end of this month. The probability of closing was admitted by Manager Richard Endicott, who said that employees of the Pier had been given the customary two weeks' notice; but that there was still some possibility that it might be avoided.

In view of the uncertainty, Endicott said, the Pier management had no definite statement to make as to the reasons for the action, but that full announcement would be made within a fortnight. Reports of financial difficulties involving the famous amusement center had been prevalent for several months, and an effort was made by holders of obligations early in Summer to have the steel pier foreclosed.

Should the closing come to pass, it will be the first time the Pier has shut during the Winter for a good many years.

Daily Museum in Radio City Increases Its Space

Increase in floor space by several thousand feet, addition of nearly 200 new exhibits and other improvements have made N. Y. Museum of Science and Industry, Radio City, the ac modern museum operated on daily basis. Addition of new exhibits and supplanting of old ones by newest inventions in field of science are made every month.

N. Y. modern museum differs from run-of-mill variety in that virtually all contrivances and displays are set in operation by visitor pressing button or gear outside exhibit. Present displays range from giant scale models of human anatomy to heavy foundry machinery and huge miniatures of warehouses and ships.

Cole-Beatty Indoors

Mansfield, O., Nov. 16.

Great Eastern circus, a new indoor unit, framed from regular acts the past season on the Cole Bros.-Clyde Beatty circus, with Nick Carter as managing director, bows in here week of Nov. 22 for Bakro Grotto. Carter reports several of the feature acts of the Cole show will make up the indoor unit, including a five-bull herd, Harold Barnes, young wire artist; Homer Hobson's riding act, Harold Voise flying act, many of the Cole clowns and several aerial turns and some small stock.

At the conclusion of the engagement here the unit moves to Madison, Wis., for a 10-day showing for the Shrine, with Duluth, and other northwestern and midwest stands to follow.

LOOKS LIKE AN OKLA. EXPOSISH

Oklahoma City, Nov. 16.

Oklahoma City will vote Dec. 7 on a \$1,343,000 bond issue for funds to set up the city's Golden Sage of 1939, having already secured \$200,000 from the state legislature and with a request at Congress for \$1,000,000.

A sports carnival to be known as the Southwestern Olympics will open the affair on April 22. High-schools and junior colleges will be invited in for four or five weeks of track and field events.

About June 1 it is planned to open a summer theatre with topnotch professional musical companies. Will run to August 1.

A month livestock show, Four H exhibit and Indian pageant are already on the books.

The French Expo

Paris, Nov. 10.

Although the International Bureau of Expositions has granted the French government the required authorization to reopen the Paris International Exposition of Arts and Technique in 1938, the question of whether or not it will open is still far from settled.

Meeting here last week, delegates of the 23 nations adhering to the Bureau passed the following resolution granting the permission:

'By a majority of nations, that of two-thirds required by the statutes by the International Bureau of Expositions, taking into consideration the exceptional reasons given by the French government, the Bureau authorizes the above named to reopen the International Exposition of 1937 in 1938.'

But the matter is still far from settled. One of the biggest rubs is that a bill must be passed through the Chamber and Senate providing the funds necessary for this. That done, invitations must again be issued to participating governments to learn if they will again take part. Just how 'international' the expo will be next year, if opened, will depend on the number of favorable replies received.

Too, the City of Paris itself will have a big word to say in the matter. The grounds on which the buildings are constructed belongs to the city. It can grant or refuse the right of the use of the land as it wishes.

Nine-Day Wonder

Chicago, Nov. 16.

First show business venture for the newly chartered Chicago Milk Fund Association will be a 'Circus of the World' which will be held at the Coliseum here for a nine-day spread starting Nov. 27.

Show is being produced under direction of Roy LePearl. Using a flock of standard vaude and circus acts in a three-ring circus set-up, Ducats selling at 55c.

GLICK SHELTER

Charlotte, N. C., Nov. 16.

William Glick carnival is making its winter home in Salisbury, being housed at the Roan county fair grounds. The equipment including 20 or more motor trucks and other paraphernalia is stored under the grandstand and space in other buildings is being used for storage purposes.

Several men will be in Salisbury during the winter to get things in readiness for the 1938 season.

Another Indoorer

Canton, O., Nov. 16.

Klein's Indoor circus, a unit designed for the sticks has inaugurated a tour of small town one nighters in eastern Ohio, with bookings ahead as far as mid December. C. A. Klein, managing director, announces the unit will move by motor and plays small auditoriums and school auditoriums, mostly under auspices.

Lineup includes several standard circus acts, Carmen and Crowley comedy acrobats; Arnold's Barnyard Frolics, trained animal act; Lillian Strock, trapeze; Silvers' Johnson and Co., comedy; Myrtle Mienke, swinging ladder and acrobat; Barney Arneson, tight wire, clowns; and Joe and Doll Richards, dance team.

News of Dailies

(Continued from page 70)

the Surry Players, guests at the Shakespeare Fellowship's dinner last Sunday.

Vincent Price, of 'Lady Has a Heart', guest of the Century Theatre Club on Friday.

Drama League of N. Y. picks 'French Without Tears' for its theatre party. Monday and Tuesday (15-16).

Stokowski hissed after a peace plea at the Phila concert Armistice night.

H. V. Kaltenborn, radio commentator, in Cincinnati hospital with a severe case of liver inflammation. Stricken on a train.

Lioness at Central Park, N. Y., Zoo ripped arm of head keeper Doyle during feeding frenzy provoked by Helen Hayes announced from Toronto she will retire for a year, when 'Regina' finishes its tour next June.

Three Lions escaped from overturned circus truck in Alabama. All had to be killed as they attacked posse.

Organ worth \$3,000 and weighing one ton stolen from vacant house in Mt. Vernon, N. Y.

Steamers of the defunct Fall River Line to be sold for scrap.

Coast

Demurrer filed on behalf of Hal Roach, Vincent Conniff, Hal Roach Studio Corp. and Edward J. Mannix in the \$500,000 suit brought by Patricia Douglas, extra girl who charges she was attacked at a party during the Metro sales convention last summer, was upheld in L. A. superior court. She was given 10 days in which to file an amended complaint.

Suit for divorce was filed in L. A. superior court by Mrs. Zillah McManis against J. Allen McManis, playwright.

Suit for \$20,000 is on file in L. A. against 20th-Fox by Jack Raye, stunt man, who says he was in hospital three weeks after suffering injuries during the filming of 'In Old Chicago.'

Papers appointing Leatrice Joy Gilbert-Hook as guardian of her daughter, Leatrice Joy Gilbert, were granted in L. A. superior court.

Willy Pogany, artist, filed suit in L. A. against Constance Bennett for \$3,500 asserted due him for painting her portrait on commission.

John Stevens, 53, resort manager at Lake Tahoe, was arrested charged with embezzlement of \$13,500 from the Knickerbocker Club in New York in 1923. According to Sheriff Caril Tobiasen, Stevens admitted taking \$1,000 from the club, where he was cashier. He has been in the Tahoe-Truckee district since 1926 and was when his wife was cash, an insurance policy by having him declared legally dead.

Millicent Bartholomew, aunt of Eddie, is defendant in a suit for

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SWEET SOMEONE

I WANNA BE IN WINCHELL'S COLUMN

BROADWAY'S GONE HAWAII

BE A GOOD SPORT

from the 20th Century-Fox production

LOVE AND HISSES

starring

WALTER WINCHELL

BEN BERNIE

SIMONE SIMON

Directed by

SIDNEY LANFIELD

DARRYL F. ZANUCK

in charge of production

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64 PAGES

X MARKS THE CONTRACT

Pix Production Budgets Must Be Pruned to Keep Pace with the B.O.

Hollywood, Nov. 23. With business in film theatres off, the reactionary trend is starting to be reflected in producer plans. Aside from curbing overly ambitious productions, budgets for features not already projected will get pruning knife from here on, or at least until there is some prospect of industrial activity picking up.

Main complaint with exhibitors is not so much how much biz is off as the fact that the anticipated October and November box office did not show up. In many key cities theatre operators have about concluded that the next sweeping upturn will have to wait until the week-after-Christmas. Retrenchment in many sectors, with more unemployed than Labor Day, all has begun to show up at the b.o.

Trouble is that most producers won't be able to materially reduce picture budgets for the next two or three months. Majority of companies have projected their features for that period, with little chance of trimming on stories, directors and many other items. By the end of two or three months they will be able to make savings in cast costs by withholding a certain number of expensive players from some productions.

Expenditure for contract players is not a flexible item, so that outlay for top performers remains stable no matter what is done along the line. Expedient of speeding up shooting is rated extremely risky because producing companies still have a heavy investment in the expensive story, producer and director. Most companies fear the possibility of taking an actual b.o. loss if there's too

(Continued on page 2)

MET'S \$100 PER PAIR AT PREEM

New high in grand opera b. o. was reported established this week when tickets for the opening next Monday (29) of the Metropolitan, N. Y., are said to be bringing \$75 and \$100 a pair. Regular box office price for the lower floor is \$7 per ticket, there being no tax. Because of that, no check on the price secured by agencies will be made by Government operatives. Admissions levies are not made on opera, which is regarded as educational, same applying for symphony orchestra and other cultural events.

Heavy demand for Met tickets is attribute to the strong cast, said to top any operatic troupe in the world. Premiere opera is Wagner's 'Tristan and Isolde.' Wagnerian operas have been growing in popularity during recent seasons. Reason given is the strongly Kirsten Flagstad and Lauritz Melchior, soprano and tenor, respectively.

Smith as Biz Head of All U. S. Show Biz Ventures

Hollywood, Nov. 23. Unofficial announcement was made last week of the appointment of Linton Smith as business head of various Federal amusement enterprises, including the theatre, music, art and writing projects. He has been stationed in Seattle as director of the Federal Theatre Project there and henceforth will make his headquarters in Los Angeles.

New setup will permit present heads of various projects to devote all their time to creative endeavor.

Band Booker Open House On Two Webs

When Music Corp. of America debuts its new offices in Hollywood around Feb. 1, the unusual will occur, where two networks—CBS and Mutual—will nationally etherize the premiere of a commercial venture. Even in Hollywood, where a new food market stages a "preem" with kleig lights "n" everything, the idea of two major chains—lending a sustaining buildup for a commercial organization is unusual.

Stations' angle, of course, will be the wealth of talent available from the MCA roster, particularly the cream of the name bands.

J. C. Stein, MCA prez, plans headquarters mainly on the Coast to build up the film business. The new MCA Bldg. is a new structure almost completed, in Hollywood, as against the present booking agency's quarters in downtown Los Angeles.

NBC, which is feuding with MCA, will not etherize the premiere of the new offices.

Ole Olsen, After 25 Yrs., Encores with 2d Wedding

Hollywood, Nov. 23. Ole (Olsen and Johnson) and Lillian Olsen went through a second marriage ceremony last Saturday (20) at their Santa Monica residence on the occasion of their 25th wedding anniversary.

They were originally married by a justice of the peace in a vaudeville theatre, and ever since Mrs. Olsen has wanted a 'big wedding.' Moya, daughter of couple, was bridesmaid and J. C. Olsen, son, best man. Couple departed on Arizona honeymoon.

SIGN THOSE WHO 'SAW SHOT FIRED'

Willie Hammerstein's Trick of One-Weeking Front Pagers Widely Emulated by Radio Programs

RATES GO UP

X marks the spot where the crime occurred.

And nowadays those who stood near the spot put their X on a contract to tell the world what they saw, did, felt or said at the news-important moment. It's all for dear old Alma Radio and in this respect broadcasting is repeating another phase of show business history.

'Freak bookings' gleaned from among persons figuring in widely publicized news stories, court cases and so on were a stock idea with the late Broadway showman, Willie Hammerstein, who used the spouse-shooters, robber-chasers, noise-makers and other passing figures of his day as novelty headliners for the old Hammerstein Music Hall at 42nd Street, New York.

Tense competition for 'spot news' personalities to appear on such radio (Continued on page 36)

'CURTAIN TIME' RECOGNIZED BY HOTELS

Boom in legit theatre attendance is forcing the smarter east side hotels and restaurants to respect the 'theatre curtain' time, and several are ballyhooing the idea of an adequate dinner, and yet get out in time for the show.

This is a switch on past ideas, when it was deemed sufficient to keep the customers on the premises, give them all they would want in the way of food, dance music and entertainment, but the recent elicits of several shows brought the change.

Several restaurants now time-table the actual curtain-rise of the Broadway houses, as a guide to their patrons.

Thanksgiving Bad Time To Mention Money Needs

Out of deference to what it describes as the 'Thanksgiving spirit,' Provident Loan will refrain from putting any plugs on its WOR commercial tomorrow (Thursday).

Program is Al Mitchell, 'The Answer Man.' Because of the FCC rule, Provident will merely mention who bought the time.

Labor Theatre's '1 Big Union for 2' And 'Doin' the Reactionary'—Songs

Radio Ed Pans Air Prod., Shows 'Em How

Oakland, Cal., Nov. 23. Because production manager M. Scott Weakley objected to Bill Holmes' criticism of a '930 Club' program aired over KROW recently, Holmes, radio editor of the Oakland Post-Enquirer, accepted Weakley's challenge to do better himself.

Holmes, supported by a group of entertainers from various radio stations in the San Francisco bay region, emceed a one-hour variety show over KROW last week.

Radio Ed Mixes Bureau, Couch; Chi Faces Red

Chicago, Nov. 23. Larry Wolters, radio ed, bloomed in the Chi Tribune through an evident misconception of show business logic, and as a result put Columbia, WBBM and the gals in a tough spot. WBBM has set up a casting bureau, and Wolters noted it in this manner: 'WBBM has initiated something it calls a casting couch. All feminine performers seeking jobs at the station must pass an auditioning board of four women occupying the couch. They are Kaye Brinker, Carroll Mountjoy, Helen Keppler Brooks and Gertrude Dyer.'

What must have confused Wolters is the fact that at about the same time CBS-WBBM ordered couches out of all offices except those occupied by the three top execs.

By ROBERT REINHART

'Pins and Needles,' an intimate revue which is costing the International Ladies Garment Workers Union \$10,000 to produce, will be tossed in Broadway's lap this Saturday (27). Critics will be invited to the opening at Labor Stage Theatre (formerly the Princess), to give the once-over to the ILGW's first production by a cast whose closest connection with the theatre has hitherto beep in the gallery, and who have previously only danced at Webster Hall or the Savoy. Cast is entirely amateur, consisting of 'plain, simple common, ordinary, everyday men and women who work hard for a living' in the cloak and suit trades.

Show includes a Supreme Court travesty with Chief Justice Hughes, looking more like Karl Marx; negotiations for a closed-shop love titled 'One Big Union for Two'; a Joe Cook lesson in economics, and a catchy tune titled 'Sing us a Song of Social Significance.' One number introducing a new dance step is titled 'Doin' the Reactionary,' and a daisy-chain, Vassar girl will complain that now she's a 'chain store daisy.'

That the 'Garriok Gaieties' of the labor movement has a class angle might be expected, but so in its way, has a Hasty Pudding or Princeton Triangle Club show. In this one, (Continued on page 49)

SOUSA THE THIRD SCRAMS CLERKSHIP

John Philip Sousa III, grandson of the late composer-band leader, has assembled a dance orch which has been set to open next month at the Whitehall hotel, Palm Beach, Fla. His first orchestra venture.

Young Sousa this week leaves NBC's employ, where he has been clerking in the program department.

THE HOUR OF CHARM

MUSIC THAT LINGERS ON



PHIL SPITALNY PARK CENTRAL HOTEL, NEW YORK

PRODUCERS MEETING WILL HEAR RECORD OF H'WOOD DIRT-DISHING NEWSCASTERS

Meanwhile Their Broadcasts Pretty Milktoasty—
Lawyers Called In—Some Action Against Private
Life Stuff Seems Certain

Hollywood, Nov. 23.

Round table discussion of the damage inflicted on the film industry by air gabbers is scheduled for this week at first general meeting in five months of Association of Motion Picture Producers. Augmenting the local membership in the parley will be Barney Balaban of Paramount, Nicholas M. Schenck, Metro; Leo Spitz, RKO, and Harry M. Warner of Warner Bros. Will Hays also will be in attendance.

Meeting is expected to be one of the most important in years as remedial measures are certain to be proposed following reading of a report by Darryl Zanuck, head of the producers' steering committee, on the recent activities of the ether tattlers. Recordings have been made of commercial newscasters and will be played back for the group. Legal aides will also give their version of the chitchat and extent of the injury done to the business and its personnel.

Understand that dirt dishers will be told off and that unless they mend their ways the studio gates will be barred to them. Sponsors of the programs may also draw a rebuke for advising their spiliers against 'pulling their punches.' Cooperation will be denied those who fail to show a disposition to counsel their gabbers against continued attacks on pictures and players.

Independent Theatre Owners of Southern California have pledged to the producers their fullest support and cooperation in the campaign to purge the air of gossipers who prey on private lives and scandalous mouthpieces to remain on the air.

Hays office let go with a stern edict last week to keep the gabbers within decent bounds. Cards will be issued to legmen for the airers, the same as columnists and news correspondents, and those who, run afoul the regulations will have the courtesy rescinded. Paramount has proposed a method of controlling the flow of studio news to the air nuisances and submitted it to the Hays office for official action.

Meanwhile the Hollywood chattering brigade has been laying low. Their broadcasts have been conspicuously tepid the last week or two. George Jessel, who attacked them a week ago, came back this Sunday (21) to say he was satisfied as long as the broadcasts were as now heard.

What the laying low translates into, from the sponsor and listener viewpoint, may, of course, turn out to be a pretty dull show. All of the boys have option jitters right now.

Meanwhile Mann Holmer of Lenzen & Mitchell has turned prophet. He sees the gossip thing dwindling from now henceforward.

L. A. to N. Y.

Lina Basquette.
Russell Birdwell.
David Blum.
Nate Blumberg.
John Clark.
Peggy Conklin.
Mady Correll.
Walter Cosden.
George Faulkner.
Joe Glaser.
Oscar Hammerstein 2d.
Henry Jaffe.
Rita Johnson.
Maria Jeritza.
Julian Johnson.
Buck Jones.
Charles Kaufman.
Tom Kennedy.
L. G. Leonard.
Joseph Mankiewicz.
Maurice McKenzie.
Henry Mollison.
Anna Neagle.
William A. Pierce.
Eleanor Powell.
Leon Prenczyk.
Charles R. Rogers.
Leon Schleinger.
Tony Stantard.
Herman Starr.
Harbert Wilcox.
Dorothy Yost.

Authentic?

Hollywood, Nov. 23.
In passing out studio cards to air gabbers, Monday (22), the Hays office came across a femme gossipier who hasn't been seen around the studio in several months.
Dame generally harps on how authentic her material is.

OKLA. EXHIBS PEEVED AT M-G RADIO SHOW

Oklahoma City, Nov. 23.

With the Metro-Maxwell House radio show well started, exhibs in this state are continuing to air their own personal gripe about the whole idea. No collective action has been taken by any groups, but individuals in all parts of the state are pouring some peeve towards Metro, faking a cue from Ed Kuykendall when he addressed the convention here a few weeks past.

Kuykendall pointed to fact that on initial show a pix exec urged audience to stay home and listen and called it a pretty mess when producers were urging patrons to stay away from shows to hear radio programs; even when suggestion is given indirectly.

Exhibs here feel the same way about it. Most of them point to this show and other taking the heat out of films and destroying whole surprise element.

'People come out of my house feeling gyped,' one exhib stated. 'They feel like they've already seen the picture and don't hesitate to inform you about it.'

Generally radio stations and sponsors advertise film star appearance and MG show heavily day before and day of its airing. Ads are planked next to theatre ads in almost every instance placing radio show in direct competition with film shows.

Franklin in 27th Yr.

As Picture Director

Hollywood, Nov. 23.
Director Sidney Franklin starts his 27th year in pictures with the rolling of Metro's 'Marie Antoinette.'

First film megged by Franklin which he has directed and produced and subsequently sold to D. W. Griffith.

Look-At, Look-See Tour

Hollywood, Nov. 23.
Jon Hall is being sent on a tour of the principal cities of the U. S. by Samuel Goldwyn, partly to give the fans a look at him and partly to give him an idea of the country. Player, who has the male lead in 'The Hurricane,' was born in the South Seas of American parents and raised in Tahiti.

John Peere Miles, Goldwyn studio exec, accompanies.

Schulberg's Hiatus

Hollywood, Nov. 24.
B. P. Schulberg shut down his studio Monday (23) after completing his final picture on current slate and delivering to Paramount.

Only a few execs and auditors remain on the quieted lot. Production department has been disbanded and the publicity bureau was also lopped from payroll.

BROADWAYITE BACK AT HOME

By JACK OSTERMAN

Broadway is certainly slipping... a show hasn't closed in the last 50 minutes... the way these new plays are behaving, New York is rapidly becoming the 'ace' one-night stand... anyway it's centrally located... most of them that made their debut during the last two weeks should have advertised... Open Tonight... Close Tomorrow After Bull Dog Editions.

Shakespeare's having a helluva time trying to live up to 'The Play's The Thing' which, incidentally he didn't mean in the way it was interpreted. We knew once just how he meant it but it's getting close to press time and we just can't recall it in detail... remember us, the Ben Bard of Avon?

We saw Sophie Tucker off to the Coast where she confided to us that she's trying to groom her to all Marie Dressler's shes... we suggest MGM should try and get the Russell Markert girls to fill Garbo's.

Speaking of pictures we got a load of '52nd Street'... many told us before we saw it that Ella Logan stole the picture... personally we don't think she stole it soon enough. We liked it better when it was three blocks up called 'The House On 55th St.' with Kay Francis about three years ago. But we are going back again to see it; in fact we'll go three or four times if only to find the waltz that Danton Walker says is the hit of the picture. 'I Still Want to Kiss You Good-Night' is the outstanding fox-trot theme of the opera... but forgive us because we are thinking gradually of changing our name to George Jean Osterman!

Speaking of songs, one of our biggest hits today is 'Blossoms On Broadway' which should make a grand theme song for Benny Field.

Hated to see the French Casino close. It was a lovely spot, a beautiful European oasis on hot dog lane... of course, naturally, the International Casino will get the blame. We are so glad Moss and Olsen built that place; it takes the rap for everything... we remember when we used to take it on the chin for a few things... not any more... the International Casino takes it all. Yesterday the 20th Century was an hour late coming in from Chicago... passengers were aggravated at this unusual occurrence with this crack train, but conductor pacified them, all with 'What can you expect since the International Casino opened?'

Why do you think the Duke and Duchess of Windsor didn't come over, especially after Sam Grisman named the 48th St. theatre after them? Why do you think they subdivided our RKO stock into small plots and gave it away? And why do you think the market has been behaving the way it has the last couple of weeks and more important than anything, why do you think Frisco has been ordered by his California doctor not to smoke any more cigars... The tiniest child can give you the answer... International Casino!

Thoughts While Thinking
Trouble with most actors is that when handed a script they only read with keen interest the part they are to play... instead of the entire play... if their part is okay, that's all that's necessary, they'll take it... the producer takes what's left which is usually nothing.
Ruby Foo's Den is unique on our street where they have an ex-maharajah in the gentlemen's room who, unsolicited, presents you with a fresh flower, his autobiography and tells you what 'number' to play.

We were invited to the Labor Party's Victory dinner given last week in honor of LaGuardia... of all places it was held at Nicholas' on Second Avenue... first we thought it was in honor of Molly Picon but were mistaken... we told them we were glad H. Honor got the second term... it took us his first term to learn how to pronounce his name right.

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Washington Sees Film Biz Threat In Govt.'s Trust-Busting Campaign

Washington, Nov. 23.

Trust-busting campaign with the film industry, as one of the government targets, was looked for this week in the wake of a Justice Department request for \$1,000,000 with which to enforce the anti-monopoly laws.

President Roosevelt's desire to uproot combinations and counteract business conspiracies was reflected Wednesday (17) in admission by Attorney General Cummings that the Budget Bureau and Congress have been asked to boost the appropriation available for enforcement of the anti-trust statutes. Initiation of court cases against numerous major industries was in prospect.

While Cummings professed ignorance of what businesses are marked for slaughter, the film industry was considered one of the most likely objectives of the scheduled campaign. Noted that sleuths still are digging into complaints from independent exhibitors, ogling records of major distributors, and otherwise mobilizing forces for a court foray.

Outcome of the recent Dallas case has encouraged Government men anxious to pillory the picture business for alleged unlawful agreements, and it is believed that once the money is forthcoming the major firms will be put on the defensive.

N. Y. to L. A.

Irving Asher.
Barbara Barton.
Edward O. Berkman.
Mrs. George Brown.
Joe Cunningham.
Clarence Derwent.
Elfrida Dewart.
Marlene Dietrich.
Greer Garson.
Sidney Harmon.
Garson Kanin.
Mike Mindin.
Herb Rosenthal.
Marnie Scalet.
Francis Salabert.
Dore Schary.
Geoffrey Tye.
Walter Wanger.
Mark Warnow.
Joe Weil.

SAILINGS

Dec. 1 (London to New York), Stuart F. Doyle (Aquitania).
Nov. 24 (London to New York), Henry Sherek, Sir Louis Greig (Queen Mary).
Nov. 24 (New York to London), Mr. and Mrs. Rae Smith, Ruth Draper, Anatole Litvak, Richard Rogers, Andrea Mathieu, Herbert Wilcox, Anna Neagle, Bill Pearlberg, French Casino Revue (Normandie).
Nov. 25 (New York to Havana), Al Sherman (Cynthia).
Nov. 20 (New York to London), Bertram Mills, Maurice Barber (Champlain).

Must Cut Budgets

(Continued from page 1)

much economy and too much speed employed.

Thus the current gross reaction and desire to make up this loss at the source, in the producing end, creates for various film companies a two-month period when there's little chance of trimming production outlay.

Appreciation of these facts probably accounts in part for the heavy slump in picture stock values because it's an old saw that Wall Street discounts any dip in earnings months in advance.

Stork's 'Funny People'

Walter Wanger spent \$250 on a cocktail party at the Stork Club, N. Y., in honor of Clarence Budington Kelland, author of Wanger's film, 'Stand-In,' which is current at the Radio City Music Hall, but that didn't make any difference to the Stork's snooty staff. Among Wanger's guests at the party, additional to executives of United Artists, were members of the press-trade, magazines and dailies.

One of the femme attaches to the Stork cracked to another employee: 'I have never seen so many funny-looking people before.'

That the Stork Club is hardly the most desirable spot in which to hold this kind of a film celeb party is something else again.

SEVEN IN WORK ON 20-FOX LOT

Hollywood, Nov. 23.

Four pictures went into production at 20th-Fox yesterday (Monday), making seven now before the cameras.

New ones are 'The Baroness and the Butler,' formerly titled 'Jean,' which Raymond Griffith is producing, and Annabella and William Powell are co-starred; 'Shanghai,' with George Sanders and Dolores Del Rio; 'Headline Hunters,' with Gloria Stuart and Michael Whalen, and 'Love on a Budget,' a Jones family feature.

Loretta Young and Tyrone Power are to be co-starred for the fourth successive time at 20th-Fox in 'Accent on Love' following the public reception of 'Second Honeymoon.' Gene Markey produces. Film is slated to go into work next month with Mischa Auer in the comedy lead.

Hays Stays West

Will Hays will not return from the Coast until around Dec. 1.

Maurice McKenzie, his executive assistant, who accompanied Hays to Hollywood, gets back in N. Y. today (Wed.).

Sid Kent at Studio

Hollywood, Nov. 23.

Sidney R. Kent arrived on the Coast Saturday (20) for studio huddles with Darryl F. Zanuck, Joseph M. Schenck and William Goetz.

Playdates and exploitation campaign for 'In Old Chicago' are to be discussed by the 20th-Fox heads among many other things.

ARRIVALS

Bruce Lister, James Stephenson, Chili Boucher, Harry Richman, Mrs. Cole Porter, Eric Simon, Jean Tennyson, Emma Boynt, Adolphe Vogel, Carl Hartman, Margaret Carlisle, Otello Ceroni, Nicola Moscona, Marion LaRocca, Max Gluckman, E. R. Gurdue, John W. Owens, Mr. and Mrs. Francis Salabert, Mr. and Mrs. Carl Dixon, Mr. and Mrs. M. Michaux, Edward F. Knight, Marlene Dietrich, Irving Asher, Laura La Plante, Reuben Mamoulian, Mr. and Mrs. Louis Rochemont, James Fitzpatrick, Tino Rossi, Mr. and Mrs. Lou Wolfson.

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On Eve of UA Board Meeting In L. A. Today (Wed.) Coast Reports Goldwyn-Korda B.R. Not Yet Had

Hollywood, Nov. 23. United Artists deal is still in principle and though reports, emanating from Samuel Goldwyn and Alexander Korda that it's pretty much in the bag, understood everything not so serene, and that coin is not set. Neither Goldwyn nor Korda will comment on that situation, but understood that money is being scouted for both in London and here.

UA directors will meet Wednesday (24) with all in attendance excepting Douglas Fairbanks who will be represented by C. E. Erickson, treasurer of his company.

Both Korda and Goldwyn say it's up to Dr. A. H. Giannini as to whether he remains with the company or not. In case of resignation, and believed unlikely that anything will happen with respect to his turning over the presidency to Murray Silverstone, unless a deal is definitely set at the time of this session.

DURBIN'S 'QUEEN' IN COLOR; KOSTER PROD.

Hollywood, Nov. 23. After a hiatus of one picture, 'Mad About Music,' which Norman Taurag is directing, Henry Koster returns to the meg with Deanna Durbin on her next picture, 'Queen of the Night,' with Joe Pasternak remaining as producer. Picture will be made in color, initialer of two and possibly three tints to be turned out at Universal on the current program.

'Gone With Wind Country,' Short; Precede Selznick

Atlanta, Nov. 23. While Selznick-International delays filming, Margaret Mitchell's 'Gone With the Wind' has started work here on the production of a featurette titled 'Gone With the Wind Country,' adapted from an unpublished original story of the same title. Toddy, former public relations director for Columbia's southern division, has been on the Coast for the past two years producing pics and is here representing Southern Producers, an outfit formed to make the featurette, which will deal with the locale and terrain involved in the Mitchell tome.

Toddy has a cameraman on the scene and has already started work on his two-reeler. It, however, will not be completed until spring, since Old Man Winter has come to the Deep South.

All scenes will be made in this locality, but picture will be processed out and edited on Coast, according to Toddy, who has set up shop on Walton street, Atlanta's Film Row.

Meantime, Toddy is making arrangement to shoot a short on the South's newest dance craze, 'Little Peck,' which is taking place of the fast-dying Big Apple.

1937 Style Nickelodeons

Group of 50 to 60 streamlined double-nickelodeons, 1937 modern-type film theatres, is being framed for early launching. Backing is to come from American Telephone & Telegraph group.

Top admission would be 10c. and only shorts would be shown, including newswreel. Houses would range from 200-400 seating capacity. Probable that rear projection would be used to trim outfit for theatre fireproofing and size of auditorium, and keep house staff at minimum. Idea would be 40 to 50-minute show and quick turnover.

FRIEDA'S STARRER

Hollywood, Nov. 23. Republic with star Frieda Inescort in 'Strangers Welcome,' needed to go before the cameras next month as the first of two pictures to be made by Miss Inescort under her new title.

Miriam Geiger and Alice Altschuler are scripting.

FRANCES LANGFORD LOSES \$2,500 COAT

A silver fox coat, claimed to be worth \$2,500, was stolen from Frances Langford Monday night (22) at the hotel where she is stopping while on a personal appearance engagement at the Paramount, N. Y.

The missing coat and circumstances were reported to police.

'NITE OF STARS' GROSS, \$100,000

Strongly supported by picture and other show people, both in buying tickets and in donating services, the Madison Square Garden benefit, 'Night of Stars for the United Palace Appeal,' Wednesday night (17) will net around \$100,000. Final figures have not yet been computed, but it will hit this amount or come close, according to Sam Blitz, UPA executive.

The net profit on the program, which was contracted for outside, will run around \$25,000, while a near sellout of tickets at the Garden bringing in the balance.

Necessary deductions on the benefit is limited to cost of Madison Square Garden, lights, etc. plus a percentage on ticket sales only to the Theatre Authority. This amount ordinarily would run to 15 per cent of the proceeds on seats but due to the fact that on a benefit of this kind tickets were sold at high figures, the house was sealed on a basis of \$1, \$2 and \$3 per admission in arriving at what should go to the Authority.

The show lasted from 8:30 to past 1 a.m., with scores of artists from all fields contributing their talents. Musicians, electricians and others also donated their services. Those appearing included George M. Cohan, Jay C. Flippen, Eddy Duchin, Buck and Bubbles, Music Hall Rockettes, Cross and Dunn, Gae Foster Girls, Paul Muni, Harry Hersfield, Floyd Gibbons, Nick Kenny, members of International Casino, French Casino and Paradise revues, Rubie Goldberg and a couple dozen cartoonists, Gertrude Lawrence, Roland Young, Gloria Swanson, James Barton, Kitty Carlisle, Wini Shaw, Arthur Murray's Big Apple dancers, Sophie Tucker, Minor and Root and others including Gene Buck with his Tin Pan Alley parade of songwriters.

E. H. Griffith Favors Not Giving Any Screen Credit; Doubts Public Cares

E. H. Griffith, now vacationing after completion of Columbia's 'Till Take Romance' (Grand Moore), is gathering his strength to start a Hollywood revolution. It's the credit system that's getting Director Griffith down, and color is the last straw.

'By the time an audience has sat through the writing credits, the sound credits, production, directorial, cast, photography and costume credits,' says Mr. Griffith, 'they're too tired to watch the picture. Now with technicolor adding another long list of staff members to the credit marathon, there won't be room for the picture at all.'

Griffith is all for going back to the silent simplicity days—name of the picture, cast—and on with the show. Says directors might start the movement by going Garbo on the public and having their names deleted from the credit list.

He declares himself perfectly willing to be the torchbearer, and let Griffith-directed pictures bow to the public anonymously. Maintains the general public is interested mainly in the cast and doesn't care who manned the camera, supervised the sound or switched the lights. Says if the credits continue to grow, the list and the picture will make a double feature in themselves.

Might Have Them Meet Eight Girls in a Boat

Hollywood, Nov. 23.

'Three Men in a Snow,' produced by Sam Zimbalist and directed by Eddie Buzzell, went into work at Metro last week.

Frank Morgan, Florence Rice and Robert Young top the cast with Edna May Oliver, Mary Astor and Reginald Owen all filling featured roles in support.

Hughes in Legal Move Vs. UA For Pix Accounting

Hollywood, Nov. 23.

Howard Hughes is expected to file suit in Los Angeles superior court this week for an accounting against United Artists involving six pictures made by him and released through UA. Films involved are 'Two Arabian Knights,' 'Scarface,' 'Front Page,' 'Hell's Angels,' 'Age for Love' and 'Cock of the Air.'

Hughes made a request through his attorney, Neil McCarthy, for an examination of UA's books which was refused.

'This is strictly a legal matter,' was the comment of Dr. A. H. Giannini, UA president, and refers to a contract which has long since expired covering a number of old pictures released by our company several years ago.

CROSBY'S DICKER FOR MRS. HERT HORSE FARM

Louisville, Nov. 23.

Negotiations are under way by Bing Crosby for the purchase of the Mrs. A. T. Hert farm, near Louisville. The deal, which it is said is nearing completion, will give Crosby ownership of one of the most extensive stock farms in the Blue Grass State, on which he intends to breed horses for his pretentious racing stables. Since Crosby first started racing horses as a hobby, later going into the venture on a larger scale, culminating with the opening of his own racing plant Del Mar, just outside of Los Angeles, Crosby has had a desire to own his own breeding establishment in Kentucky.

Mrs. Hert, who has moved to Florida, was formerly national committeewoman for the G.O.P. Her husband, the late A. T. Hert, was a prominent Republican in local and national affairs, and the Hert estate is one of the showplaces of the state.

Film on the 'World'

Hollywood, Nov. 23.

Louis Weitzenkorn is dickering with major studios for a ticket to write and screenplay an original idea of his own, 'The End of the World,' based on the collapse of the old N. Y. World.

Scrib has just wound up scripting 'Tag of the Newsboys' for Republic, an original by Samuel Ornitz and Horace McCoy.

Negro Pic on 'Swing'

San Antonio, Nov. 23.

'Swing' has been selected as the title for the Oscar Micheaux musical, with an all-Negro cast, to be released by Sackamuse Enterprises in early spring.

The picture now being filmed, will follow 'Birthright' and 'God's Stepchildren,' Micheaux productions set for December release by the Sack exchange.

BLONDELL'S 'FOOLS'

Hollywood, Nov. 23.

Joan Blondell has been handed the lead in 'Men At Such Falls' as her next at Warners.

David Lewis will produce.

Freddie's 'Lord Jeff'

Hollywood, Nov. 23.

Metro has assigned Walter Ferris to screenplay 'Lord Jeff.'

Film will be a Freddie Bartholomew starrer.

Double Tax, U. S. and Britain, New Headache in Korda-Goldwyn Deal

MENTION LAEMMLE, SMALL FOR UA UNITS

David O. Selznick's departure leaves a wide gap in the future set-up of United Artists. He was one of the very few privately financed producers, and the trade is wondering how U.A. will fill that gap.

New producer possibilities mentioned for the time being are Laemmle Jr., recently resigned from Metro, and Edward Small. But that financing angle may prove a rub there.

Selznick-International, under its proposed deal with Metro, according to Coast advices, agrees to make 10-12 films for M-G release, over a period of 2 years.

Phillips Lord Vs. Pathe Tossed Out of Court Without Hearing Pathe

After hearing Phillips Lord, the Seth Parker of radio, tell, how since a child on the coast of Maine, he had yearned to own a sailing vessel and make an adventure tour of the world, N. Y. Federal Judge John J. Clancy, Thursday (18) decided that while it was all very interesting, it did not prove that Pathe Film Corp. had gyped the radio artist out of \$50,000 on a contract. Court directed the jury dismiss the action at the end of Lord's testimony and without the necessity of Pathe putting in a defense.

Lord testified that in 1933 he conceived the idea of purchasing a sailing vessel and equipping it with a radio receiving and sending set. He would at last carry out his long-cherished dream of sailing the seven oceans. He made arrangements with NBC, but decided the picture industry should benefit by the trip also. Early in 1934 he contacted Courtland Smith, then president of Pathe. Later, according to Lord, after inspecting the vessel, orally agreed to go 50-50 on the expense of making at least two feature pictures and several shorts during the trip. Pathe, Lord says, was to furnish the equipment and staff. Profits were to be evenly divided after the expenses of production had been deducted.

Pathe, however, did not go through with the agreement and Lord thought he was entitled to \$50,000 for the alleged contract breach. Smith was in court to testify for Pathe, but it was not necessary to call him to the stand. Another company made a picture during the trip which only reached the South Seas.

Picture proved a flop.

Now that the lawyers have the initial contract, under terms of which it is proposed that Alexander Korda with Samuel Goldwyn, by aid of British capital, purchase control of United Artists, they don't know what to do with it. The rub is regarding taxes.

An opinion on the matter is difficult to obtain. The lawyers are hesitant on expressing a viewpoint on this.

Whether a U. S. tax can be assessed on the transaction, if completed in England, since the deal is preponderantly British, or vice versa, is the headache. And whether a double tax, one in England and the U. S., may have to be met.

That tax item on this transaction will amount to a handsome figure, what with the deal counting up to \$100,000, principal amount. That includes the delay of preferred issues, such as Mary Pickford and Douglas Fairbanks are to obtain, additional to the \$2,000,000 in second preferred, which Alexander Korda and Samuel Goldwyn, each, will obtain.

But the lawyers are working on it here and abroad.

Korda and Goldwyn have been on the Coast now for about a week, the stockholders' meeting of the corporation having been postponed until today (24). It is at this meeting, so it's understood, that the transaction is presented for the official company's o.o.

And, certainly, now if not before, Dr. A. H. Giannini gets his gimmes at the transaction and what he determines to do is something the trade is awaiting.

GOULD'S \$30,000 SUIT ON FILM'S SYNOPSIS

Bruce Gould, magazine writer, wants 20th Century-Fox to pay him \$30,000 for the syndicated use of a story, 'Reunion,' the Dionne Quintuplets' second film, which he had sold the company. Suit covering this claim has been filed by Gould in N. Y. supreme court. Also named as defendants are the NEA Service, Inc., and the N. Y. World-Telegram Corp.

Gould's complaint states that by authorizing a tabloidization of the screen story, 20th had violated the contract with the original writer. In his contract with the producer, Gould contends, he stipulated that a synopsis of the story may be used for the press book, fan magazines, heralds and notices prepared by exhibitors for local newspapers. The version turned out by Adela Rogers St. John for the syndicate, the complaint says, did not come directly or indirectly within the purview of the permission.

Film was released under the same title.

Warners' Speed Burner

Hollywood, Nov. 23.

Jack L. Warner has directed the writing staff at the studio to prepare a story based on the progress of automobile racing and has telegraphed an offer to Capt. George E. T. Eyston, British speedburner, to work in the film.

Eyston last week broke the world's speed record at Bonneville salt flats, Utah.

Barrymore, Comedian

Impressing Paramount execs with his work in 'True Confession,' unreleased, in which he plays a screwy comedy role, John Barrymore is slated for similar parts.

First step in this direction will be pairing Barrymore with W. C. Fields in a picture working title of which is 'Things Begin to Happen.'

RAILSTON-HALL'S P. A.'S

Esther Ralston and William Hall, from films, are being offered for vaude in a two-act. Curtis & Allen agency this week began contacting eastern circuits and indies. Act is asking \$2,500 a week.

Duo were paired in 'International Spy,' flicker completed recently by Trem Carr for Universal release.

BOX OFFICE DROPS 10-15%

Guild Shop in N. Y. Cutting Into Income; Extras Charge Economizing

Growing chorus of squawks is being heard from the extra ranks in New York over the effects of the Guild shop contract in the eastern studios. Contentment among the hand-to-mouth players is that, contrary to Screen Actors Guild claims, the minimum wage and similar requirements of the pact is actually lowering payrolls.

According to the extras, studios in New York and elsewhere in the east have been chased up a tree by the boost in wages for the various classifications. Result has been, it is said, that the order has gone out that scripts must be written so as to eliminate all the higher wage classifications. Consequently, while the rate for certain parts has risen from \$5.50 a day to \$8.25, \$11 and even \$16.50 in some cases, few if any of the top-money parts are now used. Extras who formerly were paid various amounts for different kinds of parts now almost invariably receive the \$5.50. Not only has this actually decreased their earnings, they claim, but it has necessitated the payment of initiation fees and dues to SAG.

Initiation fee is \$10, with dues of \$18 annually, bringing the total to \$28 the first year. Since many of the players are also members of Equity or occasionally work in radio (thus necessitating more dues payments) the expenses in some cases are said to be way over the wage benefits.

Hollywood, Nov. 23.

Producers are reported passing the word along to writers to avoid sequences requiring a large number of extras.

Said to be part of the industry retrenchment in pruning cost of colossals.

Faith Baldwin Doesn't Get Mad at Hollywood Changing Her Stories

Faith Baldwin, who started the husband-wife-secretary cycle with 'Office Wife,' is occasionally shocked over the condition of her brain-children after a trip to Hollywood, but she wants it clearly understood that she is never annoyed.

Although nearly a dozen of her novels have been the base of pictures, Miss Baldwin insists that she knows nothing about films and never writes with one eye on her Remington and the other on Hollywood.

'I might not always agree with studio heads when changes are made in my plots,' said Miss Baldwin in her suite at the St. Regis hotel, N. Y. 'But, after all, they're making the picture. I'm just writing. They must be right, difficult as it is for me to believe at the time.'

She's never written an original screen story and does no finger-matting over what might happen to a story after a studio purchase. It's theirs and they can do as they please with it, only she would like a little warning when radical changes are made. That's so she won't embarrass friends by screaming as she did when she suddenly saw one of her less emotional heroines hurl herself from a rooftop in 'Skyseraper,' which was produced as 'Skyseraper Souls'—a title change puzzling but not painful to its author.

Miss Baldwin wears her crisp brown curls in a very short bob, and refuses to be bothered with cosmetics. Two years ago, deserted Manhattan for the New Canaan, Conn., literary colony. Is here now primarily for Christmas shopping, and thought she might as well ask Republic if she could see her latest picture, 'Portia on Trial,' not yet released. Republic obliged, and Miss Baldwin is very happy with the result, adding modestly that the original title was merely a character sketch, and Republic has had a very good story written around it.

Generosity Feud

Hollywood, Nov. 23.

Carrying their famed feud over into the field of handouts, Walter Winchell and Ben Bernie tried to top each other in the payoff at the close of 'Love and Hises.'

Well-liked result was that some 100 crew members picked up around 8 g's from the two celebrated feuders.

PAR WON'T RENEW DIETRICH AT \$250,000

Paramount is reported not renewing with Marlene Dietrich after the one picture she still has to do under contract is completed sometime this winter. This is 'French Without Tears,' based on the play of the same name current on Broadway. Miss Dietrich receives \$250,000 a picture. Considering her waning b.o. power in this country, plus the fact she is reported difficult to handle, Par has chilled on lifting any options.

Miss Dietrich reached New York Monday (22) from abroad and left yesterday (Tues.) for Hollywood.

Hart, Woolsey Better

Hollywood, Nov. 23.

Two retired film actors on the sick list are reported improving.

William S. Hart is making progress from a pleurisy attack, and Robert Woolsey is holding own at Palm Springs.

SEE NO SPURT BEFORE JAN. 1

October, November and December Look Very Much Off — Trade Trying to Fathom Reasons—Labor, Football, Etc.

FED UP ON GOOD 'UNS?

Grosses the third quarter this year, through October, November and December, will be off 10 to 15%, or more. This estimate is based on the drop that has been suffered throughout the country since Oct. 1, plus an analysis of picture product dated for release between now and Christmas that does not rate encouragingly on paper. As in prior years, distributors are setting poorer product for release between Thanksgiving and Christmas through the pre-Xmas slump period, while saving the bigger hopefuls for the holidays.

Although the impression of theatre men is that too many of the better bets among features are going to be on availability list Christmas and New Year's, it is not expected that some of these will be moved up for dating prior to the holidays. Product has analyzed high during the past four months, making it all the more disappointing that business has ebbed to the point where pictures now are not doing what comparative releases did even in July and August.

According to figures, the grosses began getting spotty the second week in September, following a Labor Day business that was excellent. (Continued on page 63)

Mike Meehan Asking \$2,100,000 For His Stock Holdings in K-A-O

Can't Take It

Hollywood, Nov. 23.

Although Paramount's 'Her Jungle Love,' Dorothy Lamour starrer, has an earthquake sequence written into its script, company on Palm Springs location was perturbed last week when a real tremor shook the desert resort damaging some of the flimsier sets. Company thereupon adjourned to another location in Eagle Canyon.

Efforts of RKO to raise enough money to purchase from M. J. Meehan 20,000 shares Meehan's holdings of Keith-Albee-Orpheum preferred shares, for \$2,100,000, have proved unavailing. Neither has Keith-Albee-Orpheum been able to swing the deal.

There have been talks between RKO and the Meehan interests, from time to time, about RKO's purchasing all or part of the Meehan interest in KAO, but that money angle has proved an obstacle.

Meehan owns more than one-third of KAO preferred and RKO one-third of the 63,000 shares of preferred.

Meehan will sell to RKO at \$105 per share. It is a company deal, of course.

Depending on RKO's own financial situation, following its emergence from 77B, and market conditions besides, it is fairly possible that a deal eventually will be made between the parties. But when, is impossible to predict.

There also has been talk about KAO buying the Meehan shares, but that never got to a proper point of possible consummation.

JAFFE'S FILM TALENT VIA CBS ARTISTS, INC.

Sam Jaffe agency, Coast outfit handling film talent, has concluded a deal with Columbia Artists, Inc. whereby latter will try to peddle performers on the Jaffe list to radio in the east. CBS' subsid will produce shows around the names from films as well as rep them for the air.

Already being offered for sponsorship is Dorothy Parker topping a proposed service labeled 'After Such Pleasures,' and Alan Dinehart in a 'Behind the Dateline' idea.

SETTING OLYMPE BRADNA

Hollywood, Nov. 23.

Paramount has handed the top featured role in 'The Goddess' to Olympe Bradna in recognition of her work in 'Souls at Sea.'

Virginia Van Upp is scripting 'Goddess,' which will roll ahead of 'Everybody's Girl,' also being readied for Miss Bradna.

CONN'S 77B TO STAY CERTAIN CREDITORS

Hollywood, Nov. 23.

Maurice Conn, president of Ambassador Pictures, asked the Federal Court on Monday (22) for permission to reorganize under 77B. Outfit estimates assets at \$450,000 and outstanding indebtedness, \$230,000. Conn said he expects around \$300,000 in revenue on unreleased films and asks bankruptcy washup to protect creditors.

Maurice Conn last week announced his intention of seeking 77-B reorganization for his Ambassador Pictures, Inc., the actual date depending on when he arrives in Hollywood. Company assets were listed at \$450,000 and liabilities at \$230,000 by Conn, who said his purpose in seeking reorganization was to protect all creditors. Virtually all of them are loans made to him personally. Action would serve as a stay on all creditors, with none given preference.

Because he expects to get additional funds to carry on his production program for 1937-38, creditors may not have to wait until Ambassador Pictures is liquidated. Whether a new company will be set up to carry on this producing is not known but Conn seems assured of getting the required funds from Wall Street friends.

The 77-B reorg will be sought on the Coast because Conn expects to headquarter there and take active charge of production. Majority of creditors also are on the Coast. Ambassador will continue as parent corporation, with Conn Productions, Inc., and Television Pictures, Inc., as wholly owned subsidiaries. Aside from its regular program, reorganized company will produce some special exploitation subjects and some for Monogram, latter to be made by Concord Productions, Inc., a producing outfit.

Company claims to be set on state rights product deals in seven key cities with almost as many more soon to be signed.

Press of certain smaller creditors is believed back of move to seek 77-B. Thom Film Co. note for \$2,500 matured about two weeks ago and a judgment was obtained.

WONG'S PAR TRIO

Hollywood, Nov. 23.

Anna May Wong has been given a new ticket by Paramount. Calls for a series of three films.

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'Alcatraz' Rolls Up \$19,500 For L.A. Only Bright Spot; 'Ebb Tide' Fair 16G, 'Firefly' 25G, 'Fight' Dull

Los Angeles, Nov. 23. Trade continues in the doldrums, with only a few bright spots currently, so the combined take for an even dozen first runs will not hit much in excess of \$100,000. This includes the two-day opening of 'Hurricane', at the Cathay Circle, where 'biz' looks good for another four weeks at least.

'Ebb Tide' and another disappointment for the Paramount, following previous week's misery with 'Angel', Warner Bros. 'Alcatraz' got away to a good start and should wind up with no less than \$100,000 in the next few weeks. Showing some strength downtown, but not too forte in Hollywood, is MG's 'Firefly', making its bow at regular price houses following recent two-day roadshow run at the Four Star.

Later house is doing okay with 'Victoria the Great', which will probably hold for two or three stanzas.

Estimates for This Week
Cathay Circle (Fox) (1,518; 55-53-11.10-15.65)—'The Hurricane' (UA) (3d week). Two-day trade is holding strong, opening on a high note through the holidays. Second week finished with \$10,200 in the till, very good.
Chinese (Grauman) (2,028; 30-40-55-75)—'The Firefly' (MG) and 'Wallaby Jim of the Islands' (GN) dual. Roadshow run of this operetta prominently took the edge off the Hollywood regular price run, looks like fairish \$10,000. Last week 'Heidi' (20th) and 'Night Club Scandal' (Par) not so hot at \$9,200.

Downtown (WB) (3,000; 40-55-65)—'Alcatraz Island' (FN) and 'Shi the Octopus' (FN) dual. With government's west coast penal colony prominently in the limelight, film depicting life in that spot is not better than average biz locally on first showing, with take \$9,500 likely. Last week 'Garlick' (WB) and 'Portia on Trial' (Rep) hit \$10,000.
Four Star (Fox) (900; 40-55)—'Victoria the Great' (RKO). First foreign pic to play house in some weeks; this is a good picture, got away to smart \$15.50 preem (18), garnering around \$1,000 opening night and likely headed for excellent \$4,000. House closed last week.
Hollywood (WB) (7,758; 30-40-55-65)—'Alcatraz Island' (FN) and 'Shi the Octopus' (FN) dual. Looks like smart \$10,000, which has everybody satisfied. Last week 'Garlick' (WB) and 'Portia on Trial' (Rep), good \$9,300.

Orpheum (Bdwy) (2,280; 25-30-35-40-55)—'Ebb Tide' (20th) and 'Small Town Boy' (GN) dual and vaudeville. Two first runs and a Major Bowes unit comprising vaudeville has house headed for big \$9,000, best gross in house in many moons. Last week, second runs.
Pantages (Pan) (2,700; 30-40-55)—'Fit for a King' (RKO) and 'Fit for a King' (RKO) dual. Showing in this brace of duals to warrant undue excitement, so will have to be satisfied with slim \$6,000. Last week 'Merry-Go-Round' (U) and 'Girl with Ideas' (U) not too hot at \$7,500.

Paramount (Parima) (3,595; 30-40-55)—'Ebb Tide' (20th) and 'Absence of Marquee' names spelling a just fair week for house, with so-so \$16,000 the answer. Last week 'Angel' (Par) \$15,000, just what was expected.
RKO (2,950; 30-40-55)—'Fit for a King' (RKO) dual. Couple of previews will help drag in slim \$6,000, nothing to rave about. Last week 'Merry-Go-Round' (U) and 'Girl with Ideas' (U) \$7,500, fair.

State (Loew-Fox) (2,024; 30-40-55-75)—'The Firefly' (MG) and 'Wallaby Jim of the Islands' (GN) dual. Downtown trade for this Jeanette MacDonald starrer much better than at day's end. Last week 'Heidi' (20th) and 'Night Club Scandal' (Par) just fair \$12,100.
United Artists (Fox-UA) (2,100; 30-40-55)—'Heidi' (20th) and 'Night Club Scandal' (Par) dual. Pretty bad for this Shirley Temple one on mover, with dismal \$2,800 probably the answer to the predicament. Over of 'Ali Baba' (20th) and 'Borrowing Trouble' (20th), below announcements at week \$4,100.

Whitire (1,410; 40-55-65)—'Heidi' (20th) and 'Night Club Scandal' (Par) dual. Trade off to 35% in this mover, so best in sight is \$4,000. Last week 'Ali Baba' (20th) and 'Borrowing Trouble' (20th), \$4,100.

'Army' Script In
Hollywood, Nov. 23. Script has been completed by Gordon Kahn for the next Allison Spikeworth-Polly Morah comedy at Republic, 'Storhy Weather'.
Kahn was set to work at once on 'First Prize', for the same team.

First Runs on B'way

(Subject to Change)
Week of Nov. 25
Astor—'Hurricane' (UA) (3d wk.)

Capitol—'Firefly' (MG)
(Reviewed in VARIETY, July 28)
Criterion—'Barrier' (Par) (26)

(Reviewed in VARIETY, Nov. 3)
Globe—'Non Stop N.Y.' (GB) (27)

Music Hall—'Nothing Sacred' (UA)
Paramount—'Ebb Tide' (Par) (2d wk.)

Thoroughbreds Don't Cry' (MG)
(Reviewed in VARIETY, Nov. 17)
Rivoli—'Damsel in Distress' (RKO) (24)

(Reviewed in current VARIETY)
Ritz—'Merry-Go-Round' (38' U)
(Reviewed in VARIETY, Oct. 27)

Strand—'Emile Zola' (WB) (24)
(Reviewed in VARIETY, June 30)

Week of Dec. 2
Astor—'Hurricane' (UA) 4th wk.)

Capitol—'Firefly' (MG) (2d wk.)

Criterion—'Blossoms on Broadway' (Par) (3)
(Reviewed in VARIETY, Nov. 17)

Music Hall—'Nothing Sacred' (UA) (2d wk.)

Paramount—'Ebb Tide' (Par) (3d wk.)

Rivoli—'Damsel in Distress' (RKO) (2d wk.)

Ritz—'Dinner at the Ritz' (20th) (3)
(Reviewed in VARIETY, Nov. 10)

Strand—'Emile Zola' (WB) (2d wk.)

off oke, all things considered. Looks like \$3,500. Last week netted \$5,200, great.

Empire (Spitz) (1,600; 25-35-40)—'Outer Gate' (Rep) and vaude. N.g. \$5,000 in that's in the yards. Last week 'Three Legionnaires' (G.S.) trailed the field with tepid \$3,900.

Fay's (2,000; 25-35-50)—'Dinner at the Ritz' (20th) and vaude. So-so \$5,700 pace. Last week 'Behind Mike' (U) and vaude average \$6,700.

Loew's State (3,200; 25-35-50)—'Last Gangster' (MG) and 'Love Takes Flight' (GN) looks like the leader, although the slated \$11,000 is nothing to brag about. Last week 'Conquest' (MG) finished bad at \$10,200.

Majestic (Fay) (2,200; 25-35-50)—'Second Honeymoon' (20th) and 'Borrowing Trouble' (20th). Should garner \$5,000 easily on strength of poor 'Ebb Tide' (20th) and 'Love 'Em After' (WB) and 'West of Shanghai' (WB) garnered \$7,100, oke.

Strand (Indie) (2,200; 25-35-50)—'Hold 'Em Navy' (GN) looks like the leader, although the slated \$11,000 is nothing to brag about. Last week 'Conquest' (MG) finished bad at \$10,200.

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Frisco Swamped Under P.A.'s; 'Zenda' Wow \$20,000 in 2 Spots, 'Merry-Go' 13G

'SPECIMEN' 19G, BKLYN.

'Lancer' 'Breakfast' Oke \$14,000—'Winter Biz Still Ailing E.O.'

Brooklyn, Nov. 23. Zippy weather already beginning to get early Christmas shoppers, with resultant spurt at majority of de-luxers in Boro Hall vicinity. Best biz this week at Fabian's Paramount and RKO Albee, former showing 'Perfect Specimen' and 'Girl Said No', while latter is baiting with 'Lancer Spy' and 'Breakfast for Two'.

Paramount initiated weekly basketball games on stage with nice sendoff. Fabian's Strand, grooming itself for Major Bowes unit Thanks-giving Day for one-day stand, plus usual double-feature attraction.

Estimates for This Week
Albee (2,500; 25-35-55)—'Lancer Spy' (20th) and 'Breakfast for Two' (RKO). Nice \$14,000 anticipated. Last week 'Ali Baba' (20th) and 'Westland Case' (U), splendid \$18,000.

Fox (4,000; 25-35-55)—'Night Club Scandal' (Par) and 'Criminals of the Air' (Col). May draw fair \$10,500. Last week 'Garlick' (WB) and 'Hold 'Em Navy' (Par) received good \$15,000.

Mex (2,400; 25-35-55)—'Double Wedding' (MG) and 'Criminals of the Air' (Col). So-so \$12,000. Last week 'Bride Wore Red' (MG) and 'West-bound Limited' (U), fair \$14,000.

Paramount (4,000; 25-35-55)—'Perfect Specimen' (20th) and 'Girl Said No' (GN). Looks like fine \$18,000. Last week 'Souls at Sea' (Par) and 'Bride for Henry' (Mono) got nice \$15,500.

Strand (2,000; 25-35-55)—'Behind Bars' (Ind) and 'Thunder Trail' (Par). Will get oke \$6,000. Last week 'Murder in Greenwich Village' (Col) and 'Flash Casey' (GN) oke at \$5,000.

'Blondes' Vaude \$20,000, Hub; One Spot Cuts Prices

Boston, Nov. 23. Film biz here will add up to moderate grosses for the current week. None of the new biz is turning in exciting tallies, although 'Awful Truth' on a dual bill at the Orph and State has been held over after near-record figures in the opening week.

Keith Boston, combo house, lowered scale this week from 75c to 55c, top as an answer to recent recession in business, and paucity of big name talent for the stage policy will be to raise the ante when names are big enough to warrant it. Metropolitan, agitator last season for the increase in the top, still holds to the latter scale, but big names have been more plentiful at the de-luxer this season than at the Keith stand.

Estimates for This Week
Boston (RKO) (3,000; 25-35-55)—'Blondes' (20th) and 'Borrowing Trouble' (20th). World premiere of 'Merry-Go-Round' (20th) and 'Borrowing Trouble' (20th). Republic got behind the preem and sent up a number of its players for personal appearances. Included Phil Neeles, and Mrs. James Gleason, Gene Autry, and Bulette. Wardell Page and Barbara Pepper. Will finish to good \$13,000. Last week, 'Conquest' (MG) (2nd week) and 'Love in the Air' (WB) slowed down to \$10,000.

St. Francis (F-WC) (1,470; 35-55-75)—'Ebb Tide' (Par) and 'Expensive Evening' (20th) (2nd week). The strength of 'Ebb Tide' (Par) last week surprised everyone. So over it went to the St. Francis, where it will get a neat \$6,000. Last week, 'Ali Baba' (20th) and 'Borrowing Trouble' (20th) (3rd week) finished to good \$5,500.

United Artists (Cohen) (1,200; 35-55-75)—'Manhattan Merry-Go-Round' (Rep) and 'Borrowing Trouble' (20th). World premiere of 'Merry-Go-Round' (20th) and 'Borrowing Trouble' (20th). Republic got behind the preem and sent up a number of its players for personal appearances. Included Phil Neeles, and Mrs. James Gleason, Gene Autry, and Bulette. Wardell Page and Barbara Pepper. Will finish to good \$13,000. Last week, 'Conquest' (MG) (2nd week) and 'Love in the Air' (WB) slowed down to \$10,000.

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Cantor Tops Lincoln With \$3,500; Truth, H.O., Packs 2G Punch

Lincoln, Nov. 23. After overshooting all estimates for the first week with a \$2,500 take, 'Awful Truth' looks like a cinch for the predicted month. Gross is phenomenal for the small seating (440) and price. 'Ali Baba' doing good at \$1,400.

Estimates for This Week
Kiva (Westland) (440; 10-25-40)—'Awful Truth' (Col) (2d week). Aiming for \$2,000, very good. Last week exceptional \$2,500.

Liberty (LTC) (1,200; 10-15)—'Devil's Saddle Legion' (WB) and 'That's My Story' (U) split with 'Charlie' (WB) and 'Over the Goal' (WB). Fair \$800. Last week 'Tale Two Cities' (MG) and 'Roll Along, Cowboy' (20th) split with 'High School Girl' (Ind), oke \$1,400.

Lincoln (LTC) (1,600; 10-20-25)—'Back in Circulation' (WB). Taking well with \$2,800 sighted. Last week 'Tupper' (MG) gathered a very good \$3,100.

Orpheum (LTC) (1,350; 10-15-20-25-40)—'Annapolis Salute' (RKO) and 'Havana Holiday' unit on the stage split with 'Home X' (MG) and 'Judge Priest' (20th). Likely to measure up to \$3,000, very nice. Last week 40 Naughty Girls' (RKO) and 'Hell Diver' (MG) split with 'Music for Madame' (RKO) and 'Dance Charlie' (WB), fair \$1,200.

Stuart (LTC) (1,900; 10-20-40)—'Ali Baba' (20th). Good \$5,500 indicated. Last week 'Stella Dallas' (UA) went to sleep on \$2,500.

Varsity (Westland) (1,100; 10-15)—'Devil Driving' (Col) and 'Arizona Gunfight' (Col) split with 'The Girl in the Sloop' (GN) and 'Wallaby Jim' (GN). Average \$800. Last week 'Hollywood Roundup' (Col) and 'You're Gonna Love Me' (Col) split with 'Murder in Greenwich Village' (Col) and 'Renfrew' (20th), oke \$1,400.

'STAGE DOOR' 10G, MONT'L

'Dead End' Aimed Toward Nice \$4,000—'Live, Love, Gay' \$6,000

Montreal, Nov. 23. Palace again out in front on 'Stage Door', which should garner a good \$10,000, way ahead of everything else on Main Street. All new shows currently everywhere, French as well as English.

Estimates for This Week
Palace (CT) (2,700; 50)—'Stage Door' (RKO). Aimed at a handsome \$10,000 level. Last week repeat of 'Firefly' (MG) grossed a nice \$6,000.

Capitol (CT) (2,700; 50)—'Breakfast for Two' (RKO) and '40 Naughty Girls' (RKO). This program should yield average gross at \$7,000. Last week 'Angel' (Par) and 'This Way, Please' (Par) \$7,500, good take.

Loew's (MG) (3,200; 50)—'All Yours' (Col) and 'Racketeers in Exile' (Col). Paced at \$5,000. Last week 'Back in Circulation' (WB), 'Marry the Girl' (WB) and 'Eagle's Vengeance' (WB) all on same bill above-average at \$6,000.

Orpheum (Ind) (1,100; 50)—'Dead End' (20th). Very good \$4,000. Last week 'Stella Dallas' (UA) (3d week) did well enough at \$2,000.

Princess (CT) (2,300; 50)—'Live, Love, Gay' (MG) and 'Buddy' (MG). Set for a good \$6,000. Last week 'Madame X' (MG) and 'Fight for Your Lady' (RKO), \$6,500, good.

Cinema de Paris (France-Film) (600; 50)—'Le Calvaire de Bail'. Headed for very good \$2,500. Last week's repeat of L.Tie des Veuves off at \$1,800.

Deux (France-Film) (2,300; 34)—'Troika' and 'La Fille de la Madelon'. Well up to average, at \$4,500. Last week 'La Dame de Colonne' good at \$4,000.

Balto Shifting For Turkey Play; 'Honeymoon' 5 1/2 G

Baltimore, Nov. 23. General shifting around of product and opening dates this week to take advantage of Thanksgiving makes biz uneven. Feature of current setup is 'Second Honeymoon' (20th) at the New, which is taking the limited capacity of the house to run in a good profit at \$5,500. 'Great Garlick' and 'Victoria' attracted rare notices from local crit, but not much at the box office.

Estimates for This Week
Century (Loew's-UA) (3,000; 15-25-30-40-55)—'Firefly' (MG). Opening tomorrow (Wed) at midnight after a week of 'Stand-In' (UA) to unexciting \$8,700. Last week, 'Conquest' (MG), disappointing \$7,900.

Hippodrome (Rappaport) (2,800; 15-25-30-40-55-60)—'Victoria' (RKO) and vaude. Not more than \$9,000 indicated. Last week, second of 'Awful Truth' (Col) \$1,800, after socko first session to \$1,300.

Keith's (Schanberger) (2,500; 15-25-30-40-55)—'Ebb Tide' (Par). Opened yesterday (Mon.) after nine first of 'Merry-Go-Round' (U) to \$8,800.

New (Mechanic) (1,400; 15-25-30-40-55)—'Second Honeymoon' (20th). Garnering a neat profit with \$5,500. Last week 'Love at War' (20th) not much at \$2,800.

Stanley (WB) (3,450; 15-25-30-40-55)—'Love 'Em After' (WB). Opening tomorrow (Wed) at midnight. Last week of 'Great Garlick' (WB) to no more than \$4,000.

'GANGSTER-FLIGHT' 11G IN WEAK PROV.

Providence, Nov. 23. Consistently poor biz this burg has been experiencing for the last couple of months has exhibits admitting there's something wrong. Aside from the picture houses, the b.o. this week is still in the doldrums. About the only really heartening angle is the manner in which 'Ali Baba' (20th) has managed to stick around for a third week.

Estimates for This Week
Albee (RKO) (2,200; 25-35-50)—'Portia on Trial' (Rep) and 'Fit for a King' (RKO). Poor \$4,000 indicated. Last week 'Merry-Go-Round' (RKO) and 'Armored Car' (Col) was trifle better at \$6,700.

Loew's (Loew's) (1,400; 25-35-50)—'Awful Truth' (Col) and 'Westland Case' (U) 3rd week. Hitting 4t

San Francisco, Nov. 23. More personal appearances than ever in Frisco's pic history are currently hyping the b.o. 'Hurricane', 'Manhattan Merry-Go-Round' and 'Navy Blue and Gold' nabbed additional attention via the p.a. route. No less than 10 film names comprised this fresh line-up at the three houses.

'Zenda' meantime got off to a great start at the Embassy and the United Artists. Herman Cohen, owner, booked the film simultaneously at both places, despite the fact that they are block booking. Film may turn out to be a record breaker for the Cohen properties.

Estimates for This Week
Embassy (Cohen) (1,512; 35-55-75)—'Zenda' (UA). Ordinarily Frisco doesn't do costume stuff, but this time, picture playing day and date with the Embassy's sister house, the United Artists, great \$8,500 in sight here. Last week 'Ebb Tide' (Par) (UA) and 'Dark Journey' (UA) garnered strong \$4,000.

Fox (F-WC) (5,000; 35-55-75)—'Second Honeymoon' (20th) and 'Forty-Five Days' (20th). Can't complain about \$16,000. Last week 'Alcatraz' (WB) and 'Portia on Trial' (Rep) did great \$19,000.

Geary (Lurie-Selwyn) (1,200; 50-55-1.50)—'Hurricane' (UA) (2nd week). Several personal appearances of John Hall, leading man, very helpful. Hall was overshadowed somewhat by presence in town of a few stars from Republic studios. 'Hurricane' garnered \$8,500 after big first week netting \$15,500.

Golden Gate (RKO) (2,850; 35-55-75)—'The Girl Goes the Green' (RKO) and 'Spices of 1937' on the stage. Stage show has 60 performers in 25 scenes and features Count Berni Bello in the hopes of setting record. 'Fight for Your Lady' (RKO) and vaude got an average \$15,500.

Orpheum (F&M) (2,440; 35-55-75)—'Awful Truth' (Col) and 'Life Begins' (20th). Last week 'Awful Truth' is sensational. Repeat biz so good that Hal Neides decided to change the second picture in the hopes of setting record. 'Awful Truth' (Col) and 'Man Who Cried Wolf' (U) nabbed sweet \$10,000.

Paramount (F-WC) (2,740; 35-55-75)—'Manhattan Merry-Go-Round' (Rep) and 'Borrowing Trouble' (20th). World premiere of 'Merry-Go-Round' (20th) and 'Borrowing Trouble' (20th). Republic got behind the preem and sent up a number of its players for personal appearances. Included Phil Neeles, and Mrs. James Gleason, Gene Autry, and Bulette. Wardell Page and Barbara Pepper. Will finish to good \$13,000. Last week, 'Conquest' (MG) (2nd week) and 'Love in the Air' (WB) slowed down to \$10,000.

St. Francis (F-WC) (1,470; 35-55-75)—'Ebb Tide' (Par) and 'Expensive Evening' (20th) (2nd week). The strength of 'Ebb Tide' (Par) last week surprised everyone. So over it went to the St. Francis, where it will get a neat \$6,000. Last week, 'Ali Baba' (20th) and 'Borrowing Trouble' (20th) (3rd week) finished to good \$5,500.

United Artists (Cohen) (1,200; 35-55-75)—'Manhattan Merry-Go-Round' (Rep) and 'Borrowing Trouble' (20th). World premiere of 'Merry-Go-Round' (20th) and 'Borrowing Trouble' (20th). Republic got behind the preem and sent up a number of its players for personal appearances. Included Phil Neeles, and Mrs

and Doctor Syll (Q8). Reg-

Philly Feels Like '32; 'Fight,' Vaude 21G Only Bright Spot

Philadelphia, Nov. 23. Bo's are approaching the deepest days of the late depression here. Only glees is the consistently profitable Earle, with its flesh. Things look nice here with 'Fight for Your Lady' and Jane Froman and Borah Minewitch on the boards.

Bright spot on the horizon is coming week-end with Penn-Cornell game Thursday, and Army-Navy Saturday, skedded to bring mobs into town. All houses figuring to cash in heavily, and Warner circuit tossing its best bait.

Two-day 'Hurricane' at the Lo-cust continues to step along at a neat pace, and is undoubtedly siphoning off trade from other houses. It elicked with neat \$12,000 for its opening session and looks good for about \$12,000 second week. Thanksgiving has already given this a shove with advance seat sales.

Estimates for This Week
Aldine (WB) (1,200; 40-55-75)—'Breakfast for Two' (RKO). Sad affair with only \$8,800 in sight. Last week 'Great Garrick' (WB) got a lot talked and written about considerably, but still no go with \$2,250. 'Nothing Sacred' (UA) in Thanksgiving day.

Areadia (Segall-Sablosky) (600; 35-50)—'Merry-Go-Round' (RKO). Opened yesterday (Monday). This indie in terrific squeeze for product, and shuttling 'em in and out. 'High Wide' (Par) did bank \$600 in three days last week. Before that 'Madame X' (MG) a little better with \$1,100 for five days.

Boyd (WB) (2,400; 40-55-65)—'Live, Love' (MG). Like the rest of the town, plunks at \$14,200. 'Conquest' (MG) after fair opening stanza, slid off to very mild \$11,500 for second session. 'Love I'm After' (WB) is the Thanksgiving offering here.

Earle (WB) (3,000; 25-40-55)—'Fight for Your Lady' (RKO) with Jane Froman and Borah Minewitch on stage. Opening session profitable \$21,000. Last week 'Music for Madame' (RKO) with Mary Dees and Ben Blue on stage, disappointing, but ok at \$18,700.

Fox (WB) (2,300; 40-55-65)—'Second honeymoon' (20th). House just can't seem to get out of the doldrums. Below bar at \$14,700. Last week 'Merry-Go-Round' (U) even better, a lead over the \$12,000 for eight days. Was held the extra session so 'West of Shanghai' (WB) could come in for opening on Thanksgiving.

Karlton (WB) (1,100; 40-50)—'Dr. Syn' (GB). Unusual for this house to get a first-run, but no great shakes at \$4,500. Last week 'Stage Door' (RKO) (2d run) did nicely with \$4,700.

Keith's (WB) (2,400; 40-50)—'All Baba' (20th) (2d run). House way down under at \$4,100. 'Awful Truth' (Col) right down to groove last week, getting nifty \$6,800 for the second week of a second run.

Locust (Reisman-Hodes) (1,600; \$7-\$8-\$14-\$17)—'Hurricane' (UA). 10-dayer very bright with \$12,000 in the bag for the second week. Opening session knocked off \$13,000, snappy.

Stanley (WB) (3,000; 40-55-65)—'Firefly' (MG) (2d week). Punkaroo \$11,900. Fair, good opening stanza registered \$19,200.

Stanton (WB) (1,700; 30-40-50)—'Barrier' (Par). Much interest in this well-known story, but brutal notices knocking it in the head. Slated for low \$4,800. Last week 'Alcatraz' (WB) was very pleasing for a h.o. at \$4,700, following nifty first week.

'NAVY BLUE' DUAL OK \$8,100 IN CHILLY OMAHA

Omaha, Nov. 23. Old man weather gave theatre biz a sock on the chin with January cold snap, which hit end of last week and shows no signs of letting up. Customers aren't used to it this early and won't get outside now, although a spell like this in January will be considered pleasant atmosphere.

Big Apple picture factory test at Orpheum still strong in its eighth straight week.

Estimates for This Week
Brandels (Singer-RKO) (1,250; 10-25-35-40)—'Awful Truth' (Col) and 'Trapped by G-Men' (Col) (2nd wk.). Midweek period better than many first run weeks at \$5,000. Last week same bill set new record for duals at \$8,000, which means virtual capacity in this seat-limited house. Exceeded all expectations.

Omaha (Blank) (2,100; 10-25-40)—'Navy Blue and Gold' (MG) and 'Buildup' (Drummond Comes Back) (Par). Looks for \$6,100, not exceptional, but very satisfactory. Last week 'Conquest' (MG) and 'She

Asked for it' (Par) opened to average biz but couldn't hold the pace. Back number at \$6,750.

Orpheum (Blank) (2,976; 10-25-40)—'This Way Please' (Par) and 'Dancer, Love at Work' (20th). Lightest marquee and best weeks. Figured around \$7,250, which was helped considerably by Big Apple midnight show Saturday (8th wk.). Last week, 'Live, Love' (MG) and 'Women Men Married' (MG), averaged \$7,500 with aid of Saturday midnight Big Apple contest.

'NAVY' WARING HIT BLAH D. C. FOR \$32,000

Washington, Nov. 23. Over-all slump still on, but Capitol, with 'Navy Blue and Gold' and Waring's Pennsylvanians is celebrating a return to the good old days with biggest biz since 'Saragosa.' This compitish is reacting unfavorably on other spots, however.

All straight pie spots planning on opening best celluloid they've been able to scrape up on Thanksgiving Day (23) and at least two admitted, tossed in lightweights this week to hold off good stuff.

Estimates for This Week
Capitol (Loew) (3,424; 35-66)—'Navy Blue and Gold' (MG) and Waring's Pennsylvanians (MG). Plenty bally on pic, Annapolis scenes having been filmed only 30 miles away, while Waring is always big here. Headed for town's heftiest gross in months with estimated sock \$32,000. Last week 'Stand-in' (UA) light \$15,000.

Columbia (Loew) (1,583; 25-40)—'Zola' (WB) (2d run) made big mainstem after two weeks at Palace, and looking toward good \$5,000. Last week 'Heidi' (20th) (2d run) ok at \$4,300.

Earle (WB) (2,244; 35-66)—'Love I'm After' (WB) and vaude stage by Harriet Hober. should see satisfactory \$16,000. Last week 'Garrick' (WB) and Ted Lewis unit hit \$14,500.

Keith's (RKO) (1,830; 35-55)—'Dinner at Ritz' (20th). Dying with brutal \$3,500. Last week 'Merry-Go-Round' (U) tipped to fair \$6,000.

Met (WB) (1,853; 25-40)—'Back in Circulation' (WB). Should get passable \$4,500 for six days. Last week 'Truth' (Col) (2d run) took big \$5,800 for fourth downtown week.

Palace (Loew) (2,363; 35-55)—'Conquest' (MG) (2d week). Looking toward good \$9,500. Last week average \$17,000.

N. Y. Boothmen Insist On 10% Wage Tilts

Operators in New York are holding out for 10% increases this year from the de luxe theatres; same as agreed upon about six weeks ago by all other houses in the Greater New York area, despite the fact that the deluxers were not given a cut during bad times.

Demands of the operators may lead to the first test of the arbitration clause in the seven-year contract signed a year ago under which all New York theatres agreed to recognize Moving Picture Machine Operators' Local 306. This clause has not been invoked so far in dealings between theatres and boothmen.

DRAWING WIDELY

Charlotte, N. C., Nov. 23.

The four High Point theatres are doing a nice Sunday business at the expense of several large cities in a radius of 75 miles that are 'blue' with reference to Sunday pic. These four houses, all operated by North Carolina Theatres, Inc., advertise regularly in the Sunday morning newspapers at Winston-Salem, Greensboro, Salisbury, and other points, announcing the Sunday schedule.

Ohio OK's 'Ecstasy'

Columbus, Nov. 23.

Finally approved by Ohio censor board, 'Ecstasy' is in Columbus Auditorium for eight-day run.

Buffalo Grosses Okay; 'Gangster' Big at \$13,000

Buffalo, Nov. 23. Local box offices appear to be holding their own nicely for the current week. 'Truth' dual in its third week at the Lafayette continues to be the local wonder, with at least 175,000 paid admissions clocked for the three week engagement.

Estimates for This Week
Buffalo (Shea) (3,600; 25-40-60)—'Damsel in Distress' (RKO). Not very forte at indicated \$11,000. Last week, 'Second Honeymoon' (20th), about as expected with fair \$10,500. Century King's (RKO) and 'Sophie Lang' (Par). Off a notch, but still okay at around \$7,500. Last week, 'Madame X' (MG) and 'Annapolis Salute' (RKO), held up for good \$4,000.

Great Lakes (Shea) (3,400; 35-50)—'Last Gangster' (MG). Spark of life strong in the bang cycle here, and this should go to smash \$13,000 or better. Last week, 'Firefly' (MG), no excitement in nine days at \$13,000. Hipp (WB) (2,400; 35-50)—'Stage Door' (RKO) (2d run). Brought back for five days and set for medium \$5,000. Last week '32nd Street' (UA) and 'Torchy Blane' (WB) best \$4,000.

Lafayette (Ind.) (3,600; 25-35)—'Awful Truth' (Col) (2d week) and 'Mile from Heaven' (20th). Still unable to get going. Indications for around \$12,000. Last week's business will total \$45,000. Last week the box office was gasping when gross amounted to only a thousand less than first week at \$15,000.

'TRUTH,' \$19,500, DENVER SMASH

Denver, Nov. 23. 'Awful Truth' is a sockeroo, keep-the-Denver-packed all day Sunday, and tallying holds on other days. 'All Baba' is turning in a good second week meantime at the Aladdin on a move-over. 'Zola' continues to be a smash.

'Victoria' let the Orpheum down and was jerked after five days. House did mild biz on it, but not enough customers could be coaxed inside to warrant a second week.

Estimates for This Week
Aladdin (Fox) (1,500; 25-40)—'All Baba' (20th). After a week at the Denver, it's \$4,500. Last week 'Zola' (WB) did a nice \$3,000, and went to the Broadway.

Broadway (Fox) (1,500; 25-40)—'Zola' (WB) after a week at each the Denver and Aladdin, is looking good \$3,000 here. Last week 'Dr. Syn' (GB) was nice at \$2,500, after a week at the Aladdin.

Benham (RKO) (1,500; 25-35-40)—'Blossom on Broadway' (Par). Shooting for fair \$5,500. Last week 'Barrier' (Par) was par at \$5,500.

Denver (Fox) (2,500; 25-35-50)—'Awful Truth' (Col) (2d week). A knockout wallop for \$19,500. Last week 'All Baba' (20th) was good enough at \$10,500 to be moved to the Aladdin.

Orpheum (RKO) (2,800; 25-35-40)—'Victoria' (RKO) and 'Fight for Your Lady' (RKO). Mild \$4,600 pace of last week. Last week 'Double Wedding' (MG) (2d week) and 'Annapolis Salute' (RKO) were fair at \$5,500.

Paramount (RKO) (2,000; 25-40)—'Great Garrick' (WB) and 'Counsel for Crime' (Col). Good \$4,000. Last week 'Back in Circulation' (WB) and 'Over the Goal' (WB) were good enough at \$3,500.

Rialto (Fox) (900; 25-40)—'Back in Circulation' (WB) after a week at the Paramount and behind the Mike (U). Looks fair at \$1,500. Last week 'Heidi' (20th) in its fourth week at first runs, and 'That's My Story' (U) did nicely at \$2,000.

Dunne Dual Nabbing Slick \$12,000 in K. C.; 'Love'-Vaude Okay 10G

Kansas City, Nov. 23. Houses holding punches for Thanksgiving week, and not much to do this week. Programmers, however, are finding things okay. 'Awful Truth' at the Midland topping.

Estimates for This Week
Fox (2,200; 25-40)—'Danger, Love at Work' (20th) and vaude. Moving to an okay \$10,000. Last week 'Awful Truth' (Col) (2d run) and vaude faded to poor \$7,000.

Mainstreet (RKO) (3,200; 25-40)—'Ebb Tide' (Par) and 'There Goes Groom' (RKO). Looks marquee strength, and 'doin' so well at \$8,500. Last week 'Love I'm After' (WB) and 'Hold 'Em Navy' (Par) did even better, this usual shift to the Newmarket.

Midland (Loew) (4,000; 25-40)—

Cold, Biz Letdown Hit Mpls, But 'Truth' 14G, 'Syn' Oke, 'Angel' Bad

'Awful Truth' (Col) and 'Dark Journey' (MG). Smooth enough at \$12,000. Last week 'Conquest' (MG) held its pace, but gathered no momentum. \$12,000.

Newman- (Par) (1,900; 25-40)—'Barrier' (Par) and 'Adventurous Blonde' (WB). Meaning nothing, \$4,500. Last week 'Specimen' (WB) and 'Alcatraz' (WB) (2d run) bad \$4,000.

Uptown (Fox) (2,020; 25-40)—'All Baba' (20th) and 'Westland Case' (U) (2d week). Wig-wagging sufficient strength to try and make it out the short week to Turkey Day, \$3,500. Last week nice \$4,500.

'2D HONEYMOON' 13G, NAVY' 8½G IN CINCY

Cincinnati, Nov. 23. Of the bigger houses, all but one are hitting above-par marks currently. Keith's is setting its season tops with an \$8,500 plunk on 'Navy Blue'.

'Ace Tugger' is 'Second Honeymoon' with 'Tyrone' and 'Tyrone Power, which is fetching \$13,000 on an eight-day stay. Lyric is ticketed for \$4,500 on 'This Way, Please'.

Longe disappointment among fresh releases is 'Backfire for Two' slated for \$5,000 in six days at the Palace. It's a record season low for the house and comes on the heels of the town's record tops for the season at \$19,000 on 'Awful Truth'. Latter pic is doing a smash \$8,000 in the second week, for which it has been transferred to the Capitol.

Estimates for This Week
Albee (RKO) (3,300; 35-42)—'Second Honeymoon' (20th). Nice \$13,000 in eight days. Last week 'Live, Love' (MG), five days, \$6,500, very poor.

Capitol (RKO) (2,000; 35-42)—'Awful Truth' (Col). Transferred from Palace for second week. Smash \$8,000. Last week 'Perfect Specimen' (WB) (2d week), \$4,200, fairly good.

Family (RKO) (1,000; 15-25)—'Idol of the Crowd' (U), 'Bad Guy' (MG), 'Renfrew of the Mounted' (GN), singly. Good \$2,800. Last week 'Saturday's Heroes' (RKO), 'Counsel for Crime' (Col), and 'Dangerously Yours' (20th), separate, \$2,400, fair.

Grand (RKO) (200; 25-40)—'Perfect Specimen' (WB). Third downtown week, and fair at \$2,500. Last week 'All Baba' (20th) (3d week), \$3,000.

Keith's (Libson) (1,500; 25-40)—'Navy Blue and Gold' (MG). Sensational \$9,500, theatre's best mark of the season. 'All Baba' (20th) (U), fell off in last half for a disappointing \$4,500.

Lyric (RKO) (1,400; 35-42)—'This Way, Please' (Par). Fairly good, \$4,500. Last week 'Fight for Your Lady' (RKO), \$3,000, poor.

Palace (RKO) (2,000; 35-42)—'Breakfast for Two' (RKO), six days of starvation diet \$7,000. Theatre's cellar mark for the season. Last week 'Awful Truth' (Col), \$19,000, town's record for the season.

Shubert (RKO) (2,000; 35-42)—'Firefly' (MG) (2d week). Okay, \$6,500. Last week \$10,500, very good.

Sitdownitis in Detroit; 'Ebb Tide'-Little, 28G, OK

Detroit, Nov. 23.

Scare over revival of sitdownitis in Detroit auto plants, plus some opposition to upped admish prices, is pinching b.o. here. Thanksgiving holiday figures to help currently, however.

Labor disputes in past week have thrown about 15,000 auto workers out of jobs in nearby Pontiac, and repetition of last spring's complete tie-up is feared here. Coupled with general biz recession, situation isn't very cheerful, result being considerable retrenchment in entertainment budgets of patrons.

'Ebb Tide', plus Little Jack Little's band on stage, looks like town's topper at the Michigan, far outdistance others at \$28,000.

Estimates for This Week
Adams (Balaban) (1,700; 30-40-50)—'All Baba' (20th) (re-run) and 'Trode' (20th) (re-run), dual. Cantor opus moves here for Fox and figures to get normal \$5,000. Last week about \$5,500 on 'Life Begins' (20th) (re-run) plus 'Behind Mike' (U).

Fox (Indie) (5,000; 40-50-75)—'Second Honeymoon' (20th) with Walter C. Kelly topping vaude. Off slowly but should get okay \$20,000 with extra. Last week around \$25,000, nice, on 'All Baba'.

Business here is very much on the friz again, and they're crying bloody murder. Cold weather, making people shell out for fuel, is an unfavorable factor. Outstanding pictures are not getting anywhere nearly the play they'd undoubtedly receive under normal circumstances excepting 'Ebb Tide', which is soaring to possible \$14,000.

At that, however, 'Firefly' moved over from the Minnesota to the State for seven more days downtown. '100 for One' will wrap up six profitable weeks at the World.

Weekend brought influx of transients for the Minnesota-Wisconsin football game, but even this didn't seem to help b.o. much.

Estimates for This Week
Aster (Public-Singer) (1,000; 15-25)—'Love Under Fire' (20th) (2d run) split with dual first runs last three days 'Love on the Air' (WB) and 'Finger Trail' (Par). Mild \$800 in prospect. Last week, 'Certain Woman' (WB) (2d run) split with dual first runs last four days 'Annapolis Salute' (RKO) and 'Men in Black' (WB) light \$800.

Century (Public-Singer) (1,600; 25-35-40)—'Angel' (Par). Heavy advertising campaign for this one, but Dietrich will do well to reach sad \$2,500. Last week, 'Madame X' (MG), five days, and 'This Way Please' (Par), \$2,100, bad.

Minnesota (Public-Singer) (4,200; 35-55)—'Awful Truth' (Col). Raves galore for this one, and may swing to \$14,000, very big. Last week, 'Firefly' (MG), \$10,000, ok.

Orpheum (Public-Singer) (2,800; 25-40-40)—'Merry-Go-Round' (U) (20th). Leaves plenty to be desired. However, headed toward fairish \$6,500. Last week, 'Love at Work' (20th) (2d run) light. 'Can You Take It?' \$11,000, light.

State (Public-Singer) (2,300; 25-35-55)—'Firefly' (MG) (2d week). Brought here from Minnesota for seven more downtown days. Fairly even \$4,000 indicated. Last week, 'Hold 'Em Navy' (Par) and 'Miss Aldrich' (MG), dualled to light \$2,600.

Time (Berger) (200; 15-25)—'Manhattan Melodrama' (MG) (2d week). This resneue did well enough to hold over for seven more downtown days. Fairly even \$600. Last week \$800, ok.

Uptown (Public) (1,200; 25-35)—'High Wide' (Par). First nabe show—Mild \$2,400 in sight. Last week, 'Wide Doctor' (20th), \$2,600, fair. 'Movie' (Steffes) (350; 25-35-40-55)—'Dr. Syn' (GB). In for six days and headed for satisfactory \$3,500.

Warner Bros. (20th) (20th) (20th) finished nicely with \$1,100 for six days.

Setting Sears Drive

This year's Grad Sears sales drive in Warner Bros., starting Dec. 26 and extending to April 16, is the second the company has held in honor of Sears, and will break down the country into districts with the six major agents in distribution acting as captains of their respective territories, but also out to get prizes. Where last year top prizes went to winning exchanges, on the proposed new drive, there will be a first prize for district managers and then prizes for exchanges.

Warner Bros. is budgeting a total of \$25,000 in prizes.

Herb Crooker, in charge of general publicity at the Warner home office, leaves Friday (26) for the Coast to lay plans for closer coordination between east and west.

He will be gone about two weeks. By that time S. Charles Einfield, now on the Coast, will probably be coming back east.

(20th) and Jan Peerce topping stage show.

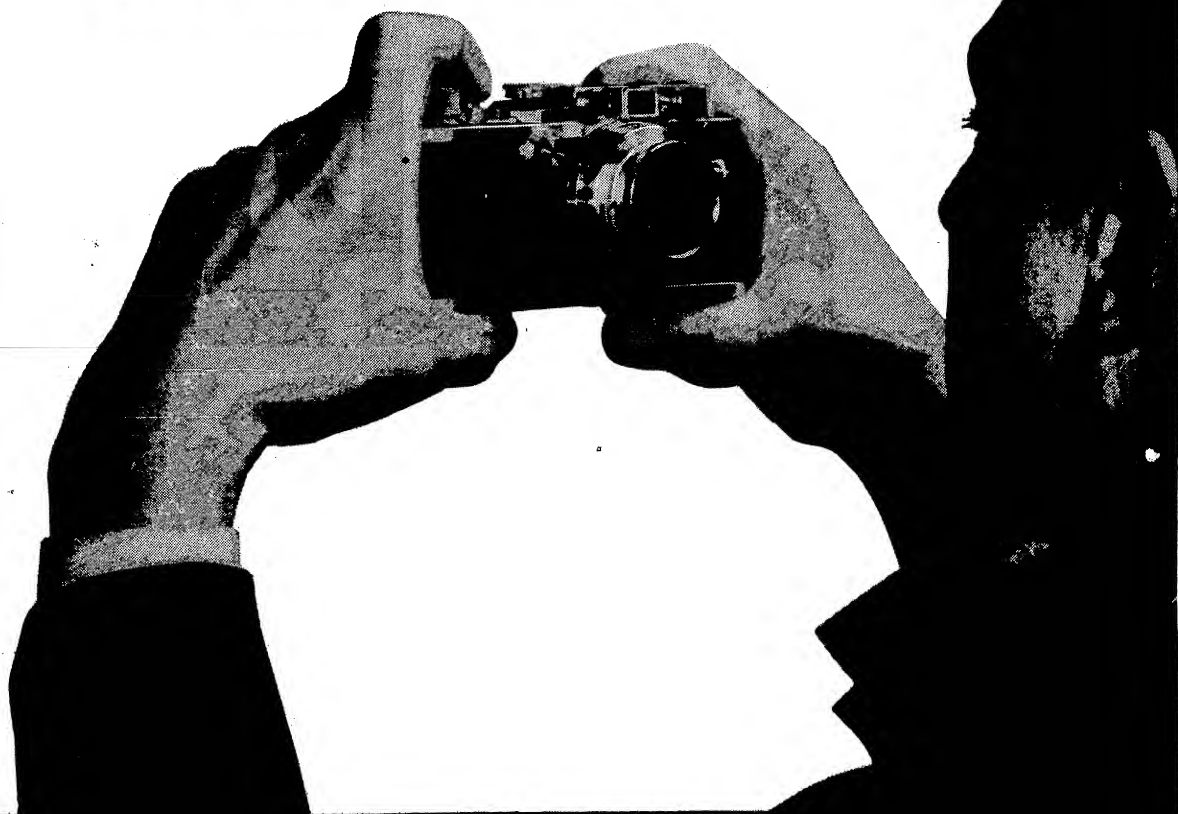
Madison (United Detroit) (2,000; 40-50-75)—'Double Wedding' (MG). Should clip off nice \$10,000. Third session of 'Zola' (WB) grabbed okay \$5,500 last stanza following weeks of \$2,800 and \$8,000. Holdover due to 'Wedding'.

Michigan (United Detroit) (4,000; 40-50-75)—'Ebb Tide' (Par) and 'Little Jack Little' show on stage. Around \$23,000 looked for, very good. 'Back in Circulation' (FN) and Don Redman's orch got tepid \$21,000 last stanza.

Palms-20th (United Detroit) (3,000; 30-40-50)—'Back in Circulation' (FN) (re-run) plus 'This Way Please' (Par), dual. Former married her. From Michigan pic and combo will get fair \$5,500. Last week about \$7,500 on 'Flight From Glory' (RKO) and 'Women Men Mary' (MG).

United Artists (United Detroit) (2,000; 40-50-75)—'Firefly' (MG) (2d week). Slumps to mild \$5,500, after bumper \$15,000 last stanza. On that basis, doesn't figure to n.e.

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Irate Prize Babies' Mamas Start Picketing Lefty When Kids Lose

By Joe Laurie, Jr.

Coalacres, Cal., Nov. 23.

Dear Joe:

There must be an unwritten law that an exhibitor can't have two good weeks in succession. After the big gross I did last week with the double wedding I was a cinch for a salesman that came around with phones that you put on the seats for people that are hard of hearing. He told me that all the big houses in New York have 'em and that they create good will. So I bought three of 'em and put 'em in. Well, when some of the yokels saw them they tried to get their hands on 'em and came out to complain to me that Central didn't answer. It goes to show you these small towns don't go for the stuff that the big towns go for including pictures. I put the phones in the box office, operators booth and my office, now at least we can listen to the pictures without looking at 'em.

To add to my troubles I accepted to act as judge of the big Baby Parade the town ran last Friday. I sat up on the big stand on the Main Street and presented the prizes to the kids that I thought were the cutest and the best looking. Well, you shoulda heard the squawks from the losers' Mamas. They followed me to the theatre and started to picket the house. It was lucky I used my nut and got the mothers of the kids that won, to parade outside the theatre with signs reading "Hooray for Lefty, the best judge since Solomon." That kinda made the others quit, but business was ruined for the night. It couldn't have been worse if I had a smallpox sign on the door.

What got me real sore was Aggie, saying that I wasn't satisfied with being the Cupid of Coalacres but I wanted to be the Stork too. Aggie would rub a porcupine the wrong way with her sense of humor.

I received a letter from Vic today, the what a wonderful time the two newly married couples are having in Hollywood where they're spending their honeymoon. I sent a wire to the branch manager of the exchange I deal with, telling him about the kids being married on my stage, and he took 'em out to the studios and they got a lot of publicity. I also gave the kids a few letters and phone numbers of some of my pals in Hollywood but so far Vic writes me he hasn't seen them.

It seems when he calls 'em up they are on location. You know in Hollywood "On Location" means they're near their telephones waiting for a call from their agents.

Well, the kids are even glad to get a 'no' over the telephone; to them it's like getting an autograph on the ear. They met Gene Fowler and he gave them one of his poems and they stayed home a couple of days reading it and had a lot of laughs. Maybe I'll have Vic give a lecture about Hollywood when he gets back here...everybody seems to be nuts about Hollywood (and in it too).

Cooked Checker Sees Double

I finally got "Anthony Adverse" which is really a swell picture; the only trouble is that most of the people in this town haven't finished the book yet, and didn't want to see the picture for fear it would spoil the finish of the book for them. I played it as a special and they sent a checker with it. I thought I'd be a nice guy and treat him to a few drinks. Well, the guy had sponges for tonsils and soaked up two bottles of Scotch then started to see double. So when he made up his statement he had me down for twice the amount of attendance that I really had, so we had an argument and I winded up punching him in the eye. When he counted up with one eye closed we were even on the count but I was still two bottles of Scotch in the red. I don't know why they send checkers; it makes a guy feel like a crook.

Tell the boys on Layoff Lane Aggie and me wishes them all a happy Thanksgiving. There's something to be thankful for...they didn't need a stamp for the Unemployment Census card. Sez.

Your pal,
Lefty.

P. S. Bob O'Donnell of the Interstate Circuit sez, "Testimonials are expensive recognitions of incompetence."

No Exhib Peace with Par On Coast, Says Law Firm

Los Angeles, Nov. 23.

Denying reports that 23 indie exhibitors have made peace with Paramount, law firm of Neblett & Warner, through William Mosely Jones, issued a statement last week refuting the distributors' claims. "Paramount is wrong," the statement said. "They know they are wrong and we know they are wrong. When this case is argued in court and the exhibitors win their victory, I predict that Paramount's charter to do business in California will be revoked."

SEE FED'L GOVT PIGEON-HOLE ON PAR BEEF

Washington, Nov. 23.

Prolonged investigation of complaints that Paramount Pictures violated Federal statutes in failing to deliver six scheduled pictures last year drew to a close this week as Federal Trade Commission staff started writing report on legal and factual angles of the exhibitor row.

Whether the complaint filed by Abram F. Myers, chairman of the board of Allied States Association, will be spindled or used as basis for formal citation against the major distributor was not hinted, but early action was forecast. In view of the compromises reached in several key cities, general belief was that the beef is headed for the pigeon-hole. For nearly three months, Federal legmen have been contacting aggrieved theatre-owners while headquarter's legal battery has been examining the statutes to see if non-delivery constitutes restraint of trade, misrepresentation, or some other degree of unfair competition.

Summary of the findings of both the lawyers and the investigators should reach the commission this week. If the Commission is urged to take action, Par will be cited to show cause why a cease-and-desist order should not be entered, but it is more likely that the Government agency will forget the whole thing. Prosecution is very unlikely, since the F.T.C. only goes into court to prevent continuance of a current offense, whereas the Par matter is now ancient history.

Cohen Preps 6 for Par

Hollywood, Nov. 23.

Emanuel Cohen is reading six new productions for Paramount release. First to go will be "Man in Evening Clothes." Next will be "Eight Days." Quentin Reynolds' original.

Others include "Star of Sahara," "Call Back Love," "Hold That Kiss" and "Free Woman."

An 'A' for Miss Dee

Hollywood, Nov. 23.

Frances Dee has been handed the femme lead in Paramount's big western feature, "Marching Herds," which Lucien Hubbard will produce. Pic will be Miss Dee's first top featured role.

Randolph Scott plays opposite.

Harmon's 1st for Par

Hollywood, Nov. 23.

Sidney Harmon, legit producer and current on Broadway with "Robin Landing," has been signed by Paramount as a producer contract. Newcomer is due on the Coast drawing christening assignment, "Dangerous to Know," on arrival.

U's 1938 Dunne Pic

Hollywood, Nov. 23.

Irene Dunne is scheduled to start an untitled feature for Universal to be produced by John M. Stahl around Feb. 1.

Vina Delmar is scripting.

Reading 'Red Mill'

Hollywood, Nov. 23.

Metro is seriously considering Jeanette MacDonald for "The Red Mill," on Lawrence Weisgarten's production scheduled for 1938.

Hans Rameau is scripting.

The Girls' Eye View

By Marian Squire

'Stand-In' Changes Its Mind

'Stand-In' starts out with tongue-in-Hollywood-cheek, and winds up by showing you the hearts of gold that beat beneath the apparently haywire film colony bosoms. Joan Blondell does her usual job of taking the stuffing out of stiff front shirts belonging to Leslie Howard. Boris Karloff will be doing nips next, what with everyone striving for laughs nowadays. It's a trend, or something. Comedy or no comedy, the script girl might add a dictionary to her equipment for Mr. Howard and Miss Blondell who are both required to say intricately with the accent firmly on the second syllable. Webster and Oxford don't quite agree with Wagner.

Miss Blondell is trim in a light, diagonal-striped jacket over a dark skirt, with black ascot, and an actress who is through and refuses to give in, wears more spectacular wardrobe. With Howard she gets plastered in a slimly fitted coat banded in white fur. Her molded evening gown is backless and glittering. Humphrey Bogart is a director who is that way about Miss Shelton, and just waiting for her to slip, so far as she slips into his arms. He carries about with him a black Scottie which does no tricks but possesses a lot of personality.

Alan Mowbray, relieved of his recent butler duties, is a temperamental director with a heavy Russian accent and a penchant for lying down in the middle of an argument. Tully Marshall, as the elderly banker whose bank fails her to picture company (as many did), bears a remarkable resemblance to the late John D.

'Ebb Tide' Splendidly Celerific

The Paramount's new tenant, 'Ebb Tide,' is a splendidly elaborate technicolor travelogue, with a typhoon, threat of mutiny and evil doings on an uncharted island to keep you from getting bored with the scenery. Even the bread looks beautiful in 'Ebb Tide' and the roast is a dream. Lloyd Nolan is head, evildoer on the deserted island, and his mustache is more sinister looking than his expression, but he goes around pointing guns at everyone and pulling the trigger more often than not.

Ocean's Hornet, borrowed from Gaumont-British for the occasion, is a dishonored ship's captain who prefers firewater to sea water. He steals a cargo, gets tight while navigating and plans to murder Nolan for his pearls, but in spite of all, is the salt of the earth, the picture insists.

Frances Farmer wears blue to match her eyes, for the most part. Gowns are of soft material and simply made for the 1890 period. She wears one colorful native costume splashed with huge flowers after she has swum from the ship to the island to see why the captain and Ray Milland haven't returned. The ship can barely be seen in the distance and it was a long haul for the oarsmen, but Miss Farmer makes it under her own steam without ever getting winded.

The color effect makes Miss Farmer's face look thinner, but is otherwise becoming, especially to her hair which takes a nice rich gold. Lina Basquette looks well in color as a native servant speaking a few (presumably) native words.

There's a gruesome little scene when Barry Fitzgerald, as Huish gets shot and spills a bottle of vitriol all over himself and is supposedly burned to a crisp. (You're spared the horrible details.) And anyway he was about to leave the acid at Nolan, who promptly disposes of Capt. Thorbecke (Homolka).

Nolan then looks faintly annoyed as Miss Farmer and Milland sail away into an incredible sunset, taking his handful of islanders and leaving Nolan to eat his pearls or be eaten by the birds.

Frances Langford Registers on Stage

Paramount's chief stage attraction is warbler Frances Langford who inspired a rowdy opening day matinee crowd to such enthusiasm they nearly drowned out Bunny Berigan's band. Miss Langford wears a striking white glittering gown, with a cape top, sleeves fitted at the wrist and dress fitted at the waist, exposing a very brown back.

Edna Strong, dancer, also glitters in a very abbreviated costume with tiny circular skirt edged in green, short puffed sleeves and a green bow at the low neck.

A statuesque brunet appears briefly, wearing a handsome chateausse sin with short coat trimmed in red fox before Bob Williams and his canine partner, Red Dust, go into their act, and Fred Sanborn completes the bill.

For his first New York stage appearance Berigan wears black trousers and pastel blue jacket with matching tie and handkerchief. He has a nice light brown wave with a small mustache to match. He, too, dispenses with baton, and directs a great deal of the time with his acrobatic hips.

Another Screwball Picture

'Live, Love and Learn' comes within a yard or so of being swell entertainment and would be if it didn't sag between spots of better than average dialog. Three R's, Rosalind Russell, Robert Montgomery and Robert Benchley, make a happy trio of bohemians, although Montgomery is rather too well groomed for an attic artist. Also, Montgomery, a delightful person, is entirely too humorous to go hi-hat, and too easy going to be an artist with a burning ambition. It would also have been a nice idea to turn the pictures he is supposed to paint away from the camera, too. The specimens seen would scarcely have put him in the top artistic brackets.

Miss Russell takes to attic housekeeping remarkably for a girl reared in luxury. Montgomery, whom Miss Russell proceeds to marry while he isn't looking, is broke and she throws her money out the window, but they live nicely, apparently on love, meantime supporting their non-paying guest, Robert Benchley. Later is one of the most authentic of film imbibers, a type all his own, who is rarely out on his feet but never quite sober.

Miss Russell is dressed simply, by Designer Dolly Tree, who leans to small draped turbans and tailored effects for the leading lady. One satin negligee with huge draped sleeves maintains a severe air with a draped monk collar. Prim black with white touches predominate for Miss Russell, with the haywire effects reserved for blonde menace, Helen Vinson.

In various flashy outfits, concentrating on splashy white on black prints, Miss Vinson concentrates on over-the-top Montgomery's art and turning him away from Miss Russell. She wears one formal version of a cowboy hat pinned up in front, with a hip-length silver fox cape. With one black and white print, she has a beret shooting up in the air with a high crown effect.

'Manhattan Merry-Go-Round' Goes Round 'n' Round

'Manhattan Merry-Go-Round' goes round and round, but it doesn't come out as any of the cast reads well with band names, Cab Calloway, Ted Lewis, Louis Prima, Ray Thompson's Choir, and such dependable performers as Leo Carrillo, Ann Dvorak, James Gleason, Henry Armetta and Luis Alberni. The authors, or compilers, did stab at a plot, but the stab turns out to be just a flesh wound. Gleason and Carrillo manage some funny moments, but the unfortunate Carrillo is saddled with a catchline which is only mildly amusing the first time, and has ceased to be even that long before the 20th repetition.

Designer Muriel King shows the white feather in another of Miss Geva's hats, the plume sweeping sideways to form a brim. With this she wears a black dress with collar and revers outlined in ermine, and carries a tiny ermine muff. One of the most sumptuous wraps is an ermine coat with huge circular skirt composed of bands of white fur.

Miss Dvorak, as a secretary-receptionist, is trimly tailored for the most part. With one more dressy affair trimmed in paillettes, Miss Dvorak wears a large brimmed off-the-face hat which looks as though it might have been designed by an arch-enemy.

STILL DRIVING FOR AMUS. TAX REPEAL

METRO FINALLY LANDS 'MARINE' SCRIPT FOR PIC

Hollywood, Nov. 23.
Metro likely will get around to its long contemplated remake of 'Tell It to the Marines' some time after the first of the year with Frank Davis drawing the producer assignment, director and cast yet to be nominated.

Script has just been completed by Herbert Clyde Lewis and Lieut. Commander Frank Wead, latest of several attempts to snag a shootable scenario out of the old-timer.

Salabert in U. S. A.

Francis Salabert, French music publisher and play broker, arrived in N. Y. this week and hies to Hollywood almost immediately.

Salabert has an international play and story brokerage deal on with Frank Orsatti for the acquisition of foreign material for Hollywood filming.

M-G 'Prince' Remake

Hollywood, Nov. 23.
'Student Prince' gets a remake at Metro with Betty Jaynes, 17-year-old opera chirper in femme lead. Male workaholic in film are Nelson Eddy, Allan Jones and Gilbert Russell.

Silent picture was made 10 years ago with Norma Shearer and Ramon Novarro.

Randall's Dates

Jack Randall, Monogram singing larriker, is being set for several weeks of personals through the east after the first of the year. Has some time available between pix.

Martin Wagner, of the William Morris office, agenting.

Raft's Added Starter

Hollywood, Nov. 23.

Due to the postponement of 'Spawn of the North,' George Raft's next assignment at Par probably will be 'You and Me.'

BRAZIL NEW PIC HEADACHE

Mexico Looks to Be Quite Serious About Furthering Native Film Prod.

Mexico City, Nov. 23. While many ambitious plans for production here and elsewhere in this country often come close to being pipe dreams, film-making plans are definitely on the upbeat. Most producing activity is concentrated here, as it should be, with the city being the largest in the country and having access to stars and facilities. Sole competitor is Agua Caliente, where plans were made to make it the Hollywood of Mexico. However, superior equipment and studio facilities in Mexico City indicate this will continue to be the principal producing center. Aside from these factors, it has the climate and sunshine to make it virtually a year-round proposition.

Idea of putting American stars with cinema renown in productions, when they are known to have a following in Latin-American countries, insures the picture producers of additional outlets for product in all South American countries as well as in Mexico and nearby countries that speak the Spanish language.

Possibilities of this market and how trade here goes for a Mexico-made production has been illustrated several times recently. It is reported that the Tito Guizar feature made here recently covered virtually its full cost through its engagement in a first-run theatre in Mexico City. There is always the chance for a producer to sell world rights of any picture to some major distribution company in U. S. All of which encourages production plans in this locality.

ODEON'S SPREAD MAY BRING PRICE CUT WAR

London, Nov. 11. Developments by Odeon Theatres in the industrial centre of England may cause a price-cutting war among theatres. Oscar Deutsch is currently reported acquiring sites in prominent cities and towns, where he proposes throwing up costly, big-capacity buildings, with facilities to include cafes, auto parks, etc. If television progresses, that will be dropped in as well. Bills are slated to include two features and flesh, all for admissions at rates equivalent to 5c to 25c top. Plans are for theatres to have capacities between 2,000 and 3,000.

PASTOR BALLYS FILM

Tells London Congregation to See Picture Before Sermon

London, Nov. 9. Pastor at St. Peter's church, off Piccadilly Circus, announced from pulpit he would preach next week's sermon on the subject of 'Knight Without Armor,' currently at the Pavilion. Advised his congregation to look at film in 'that place across the road' during week so they could follow his sermon more closely.

B. A. Nixes Nazi Songfest In O.H.; No Foreign Ideas

Buenos Aires, Nov. 16. Buenos Aires' largest theatre, the city-owned Colon opera house, with 2,500 seats, will not be granted to associations or organizations which favor ideas contrary to Argentine constitutional views. This is indicated by resolution passed by the city council last week. German organizations in the Argentine planned to have a performance of a chorus of 1,000 pupils of German schools, including Argentine, Swiss, Austrian, and also English and U. S. natives, singing German songs and also songs of the Nazi regime as well as German war airs.

Tipoff

Buenos Aires, Nov. 12. John Stone, producer of the 'Charlie Chan' series at 20th-Fox, is looking around in the archives of B. A. police headquarters and fingerprints department to find some stuff for a picture 'Charlie Chan in Argentina.'

GBS 'CYMBELINE' NSG, LONDON; 'CHILD' OKAY

London, Nov. 23. 'Silent Knight,' a 15th century artificially staged legend in blank verse, opened at the St. James last week (16). Meager plot puts the play in appeal class for no others than the intelligentsia. However, it was splendidly received on the opening.

'Cymbeline,' George Bernard Shaw's embellishment of William Shakespeare's work, opened at the Embassy last week (18) as little more than an interesting experiment. Shaw wrote a last act which, as is, hardly warrants West End production. Subtle reference to recent abdication was detected by some auditors, although Shaw denied there was more than surface indication of it.

'Think of a Number,' Douglas Horner's old-fashioned farce, opened at the Garrick last Wednesday (17) to good reception, but unlikely future, under the Gilbert Miller auspices. Leading actor played constantly for individual laughs to the detriment of the show.

'It's a Wise Child' opened at the Garrick Thursday (18) to what looks like a long run at the cut rates after a cordial reception. American farce was tried out by Repertory Players two years ago.

'Mourning Becomes Electra' opened at the Westminster (19). An indifferent cast and no production value augur little pop appeal for the condensed four hour classic.

AUSTRIA NIXES 'DEAD END'

Vienna, Nov. 14. 'Dead End' (U.A.) failed to pass censorship board here, because of two drastic scenes of difference in life of poor and rich, was the comment.

U. S. State Dept. May Take a Hand On Behalf of Pix on British Quota

Washington, Nov. 23. Formal chance for the American film industry to protest prospective raising of British barriers was afforded last week in State Department announcements of intent to negotiate a reciprocal trade pact with the United Kingdom.

As the result of months of informal conversations, in which pictures played a big part, the diplomats confirmed reports that Yankee bargaining with the English is nearing final stages. No list of commodities on which restrictions may be lowered by either nation has been compiled, but all industries which may be affected by an international treaty have been invited to present ideas. The announcement, coming at a time when revision of the expiring English pic quota act has thrown the U. S. industry into turmoil, offered Hollywood exporters a golden opportunity. They now can move in on the State Department with crates of facts and figures and make sure that, even though British barriers are not lowered the handicaps are not lifted.

FASCIST GOV'T TIPS ITS MITT

Immediately Gets Tough by Slapping Ban on 'Road Back' and 'Gave Him Gun' as Subversive Films—Chile Dittoes—Nix Seen Bid for Nazi Favor—U. S. Distrib. Chain Finding Developments

GERMAN, ITALIAN OKE

Rio de Janeiro, Nov. 16.

American film industry suffered its first blow from the new corporate government system in Brazil when censor, banned 'The Road Back' (U) and another American pic, 'They Gave Him a Gun' (MG), was yanked from the Cine-Metro. Prohibition cast on 'The Road Back' was preceded by a series of attacks from the green-shirt press, which labelled the film as 'written by a man, enemy of the national government of his country, and therefore a Jew and a communist.'

'Universal would not reveal how much it lost on the film, but from the amount of publicity it is believed the company was expecting another box hit of the same magnitude as 'All Quiet on the Western Front.'

'Gave Him a Gun' had already been on the screen for three days when military authorities stated it 'hindered the development of a nation's patriotism.' Cine-Metro to release 'A Day at the Races' without 50% of the publicity and ballyhoo program under way.

American distributors stated they are awaiting further developments before bringing in any more films; as apart from the total money loss, it usually gets the concern in bad in government circles and indirectly reacts on the public. Importers believe authorities will ban all films relating to social and labor problems that do not meet the approval of the present regime in the country. These conditions will naturally give the German and Italian films a much better chance, as the ones that are shown in Brazil are the propaganda sort which will be given all facilities from the government.

Buenos Aires, Nov. 12.

Following the Brazilian example, the Chilean censor has prohibited further showing of 'Road Back' (U).

No reasons for the suppression were stated, but it is alleged that the action was taken on demand of the German Embassy, as is figured certain in the Brazilian case.

Wide Breach in British Film Ranks Over Quota Caused By Three Leaders Taking Walk

Maxwell Favors Film Reciprocity

London, Nov. 23. John Maxwell champions reciprocity in a forceful trade broadside declaring it's the oldest form of trading in the world, equivalent to barter. If a British producer cannot get a reasonable part of his costs from America, he can never hope to establish on competitive footing.

Cost of starting own distribution in America is so enormous, Maxwell argues, it's almost impossible, although a gallant attempt was made by GB, and it did acquaint American audiences with British pictures. If effort is followed up, Maxwell is satisfied it would yield good results. Solution, therefore, is to get American organizations to use their own existing channels to distribute British pictures, by encouraging them to take a substantial financial interest. This way, British pictures would get in by infiltration.

Pix Industry Sees No Reciprocity In New Quota Moves

Film company officials and trade organization representatives in N. Y. this week were amazed at the spectacle of British spokesmen advocating a reciprocal trade treaty with the U. S. at the same time that they are in the film industry of England were attempting to shake free trade by means of a strict Quota Act.

British trade speakers in outlining a desire for such a treaty, were extremely clubby on the idea that such a trade pact would promote better Anglo-American relations. Not only was there no mention of the pending Quota measure in England, which would tend to restrict one of the major imports into Great Britain, but the talk was all about the amiable relations between the two English-speaking nations and steps that should be taken to increase this good feeling.

Astonishing thing to those in the film industry was that at the moment this good-will gesturing was going on, Oliver Stanley, head of the Board of Trade, Film Division in England, was stressing the need for defending British national interests and proposing restrictive measures on distributors which would be bound to hit American film biz.

As some officials pointed out, while the U. S. sends over only a few negatives and makes prints from these that produce plenty of money in English-speaking countries, England recoups on such important products as woolen and cotton goods exported to U. S. There is no quota on woolen goods in this country though the business done by England on this industry alone is terrific. It is balanced by other industries and goods shipped into England by U. S.

Belief prevailing this week was that British exhibitors might squawk so loud against such provisions as the separate quota and other restrictive clauses against U. S. distributors that the Quota measure would be completely altered from its present form. Exhibitors in England figure heavy damage to their business if there is anything like a ban placed on American product.

London, Nov. 23.

Sensational move by John Maxwell, Charles M. Woolf, Maurice Ostrer and three supporters of Island Ostrer's reciprocity plan again caused a wide breach when all six walked out of a producers' meeting after the resolution to scrap the Federation of British Industries' divorced or split quota scheme had been tossed out by a 14-6 vote.

Maxwell and others contend that reciprocity is the only way to develop British industry and that the divorced quota would revive quickies, withdrawing rather than give tacit support to the latter. Six who withdrew are reported to represent a \$250,000,000 investment in the industry.

Situation caused further breach in trade unity and likely will leave the wide decision of the new Quota Act in the hands of the Board of Trade who may make decisions without referring to the industry. Standing committee in session again today and rejected an attempt to eliminate the existing reciprocity clause permitting Americans to purchase foreign rights to British pictures for \$100,000.

This committee now is actively engaged in discussing Oliver Stanley's Film Council proposition, but adjourned decision until Thursday.

New Type of Quotie
Cinematograph Exhibitors Association circulated the whole standing committee with a letter violently opposing the divorced or separate quota, declaring it would create a new type of quickie and would not encourage British production. This note claimed that it would kill reciprocity and reduce the quantity of the exhibitors' quota to 4% of screen time.

Metcalfe, C.E.A. president, called the divorced quota a fantastic proposal, describing it as a scheme to compel distributors to acquire pictures that would never be exhibited.

U. S. View

Latest developments in the effort of England to secure a new 'quota' law indicate to some trade observers that smarter minds in the British film business may have their way eventually. But as the debate continues over the divorced quota scheme and the films council, and its revision board, they admit anything can happen. Particularly when several groups in Great Britain apparently are determined to make the quota a political issue.

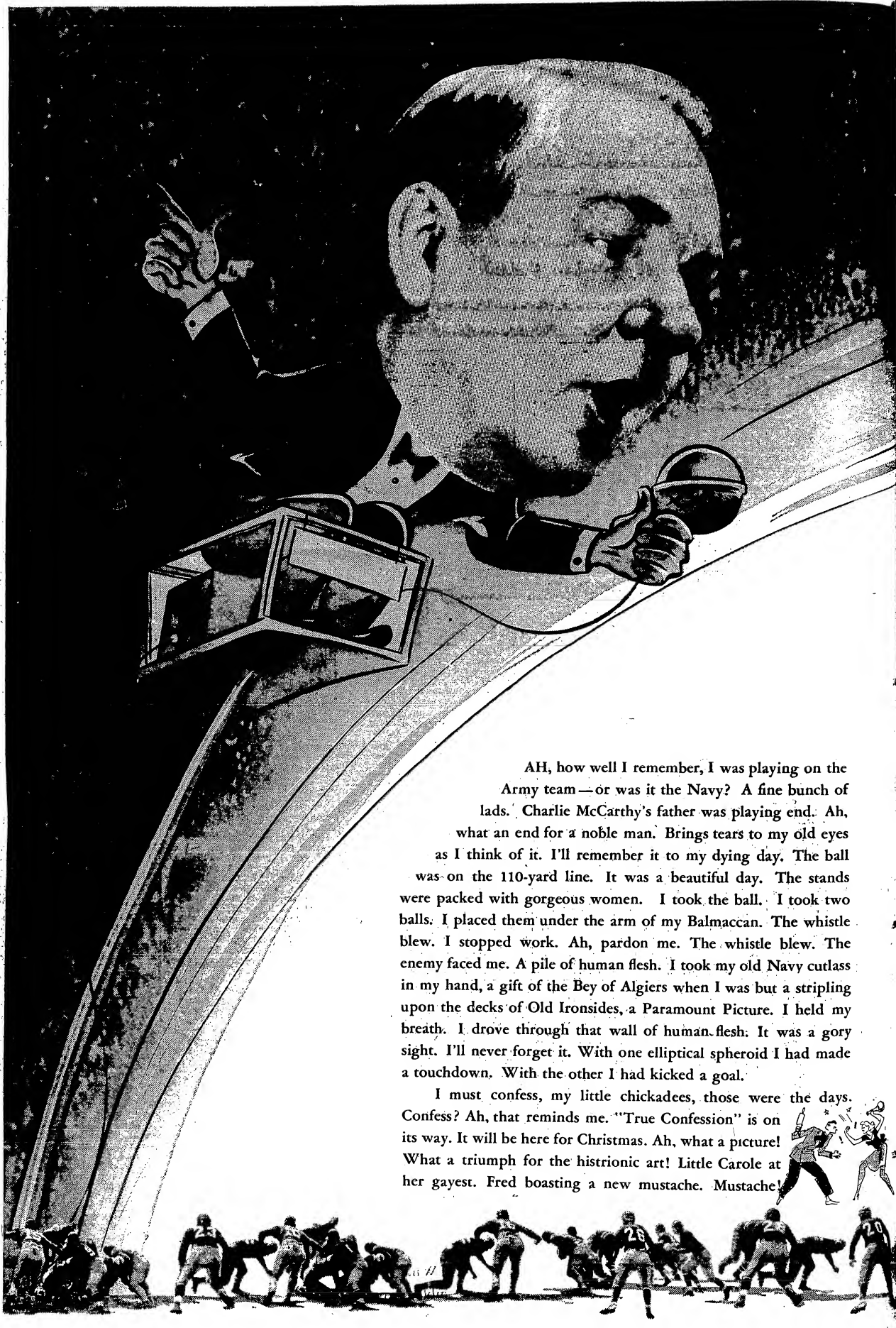
Drive by these English groups is apparently predicated on knowledge that U. S. picture companies currently depend on heavy return from the British market, what with distribution trimmed in other European countries. They think this is the right time to drive a hard bargain.

First wedge was to install minimum cost on each quota feature. This means that a film company needing 10 quota pictures in a year now must lay out about \$750,000 in order to distribute its American features in England as against \$300,000 to \$700,000 under the present setup. With a divorced quota plan no exhibitor in England would take any of the 10, leaving the distributor with all of them, and nearly \$750,000 that would have to be written off the books.

Creation of a films council would incorporate the review board plan. American representatives oppose this because it would mean that no banker or other sensible person would put up the cash for production if the finished film could be rejected at the last minute, on the grounds it lacked sufficient entertainment.

Mex. Femme Producer

Mexico City, Nov. 23. Senorita Adela Siqueros, local newspaper woman, is the first Mexican femme to write, direct and produce a film 'La Mujer de Nadie' (Nobody's Woman).



AH, how well I remember, I was playing on the Army team—or was it the Navy? A fine bunch of lads. Charlie McCarthy's father was playing end. Ah, what an end for a noble man. Brings tears to my old eyes as I think of it. I'll remember it to my dying day. The ball was on the 110-yard line. It was a beautiful day. The stands were packed with gorgeous women. I took the ball. I took two balls. I placed them under the arm of my Balmaccan. The whistle blew. I stopped work. Ah, pardon me. The whistle blew. The enemy faced me. A pile of human flesh. I took my old Navy cutlass in my hand, a gift of the Bey of Algiers when I was but a stripling upon the decks of Old Ironsides, a Paramount Picture. I held my breath. I drove through that wall of human flesh. It was a gory sight. I'll never forget it. With one elliptical spheroid I had made a touchdown. With the other I had kicked a goal.

I must confess, my little chickadees, those were the days. Confess? Ah, that reminds me. "True Confession" is on its way. It will be here for Christmas. Ah, what a picture! What a triumph for the histrionic art! Little Carole at her gayest. Fred boasting a new mustache. Mustache!



IT'S THE OLD ARMY GAME

By W.C. FIELDS

I'll never forget the time we were playing against Mustache. They were ahead. It all comes back to me now. Bob Burns was on the team — and Pawnee, the old Carlisle Indian — spoke only the sign language — noble fellow. You'll meet them both in Frank Lloyd's "Wells Fargo." Coming New Year's! — A glorious picture — those two grand stars, Joel McCrea and Frances Dee play the dramaturgic leads — Bob and Pawnee play the field. Ah, Fields, a great name. Historical! You'll see it in burning bulbs from coast to coast soon, when I appear in that triumph

for the histrionic art, the "Big Broadcast of 1938." Ah, what a team: W. C. Fields, Dorothy Lamour, W. C. Fields, Ben Blue, W. C. Fields, Martha Raye, W. C. Fields, Lynne Overman, W. C. Fields, Bob Hope, W. C. Fields, Shirley Ross, W. C. Fields, Kirsten Flagstad, W. C. Fields, Tito Guizar, Shep Fields. In that opus you'll see me at the game of golf. A rare sport, my fine buckoes! — Buckoes! Ah! That reminds me of "The Buccaneer," Cecil B. DeMille's roaring saga of "Jean Lafitte," the greatest pirate of his time — charming fellow. Yes, "The Buccaneer" with Fredric

March, Franciska Gaal — ah, what a Gaal — and Akim Tamiroff will blow into town in January. Ah, it almost slipped my mind. My good friend Mae West, a comely lass, has asked me to remind you that "Everyday's a Holiday," a Paramount Picture, starring Mae herself with my friends Edmund Lowe, Charles Winninger, Charlie Butterworth, and Walter Catlett is drawing mighty nigh — in February, in fact. Another good friend, Dorothy Lamour, a comely lass, golden throated nightingale of the networks (I have been on that program myself) and Ray Milland, greatest fan-mail collector of modern times, will bring you "Jungle Love"; in Technicolor; ah, "Jungle Love," — the cry of the lonely whicheroo for her mate.

The note of the sudderbee sounding the mighty jungle cry! It all comes back to me now. We were playing the Tigers in the depths of Old Nassau. Yes, as I was saying. Great judge of horse-flesh! Who? Ah! Yes — Bing Crosby. In his newest opus, "Dr. Rhythm," Bee Lillie, the English nightingale, a comely lass, returns to the classic halls of the cinema, in a series of startling contretemps, with Andy Devine.

Mary Carlisle brings her charming personality to the romantic moments of Dr. Crosby's enterprise. All this, my little chickadees, takes place starting in February.

March! Ah! March will roar in like a lion — for in March — Ernst Lubitsch, Claudette Colbert, and Gary Cooper will bring their greatest picture to the screen — a triumph for the histrionic art — "Bluebeard's Eighth Wife," — yes — "Bluebeard's Eighth Wife" — great man — Bluebeard! — Ah! What a team — Paramount — greatest aggregation of touchdown-makers ever assembled — put your money on 'em, boys — put your money on 'em!



(MUSICAL)

Astaire is Astaire all the way. Turns and Allen blend excellently, and their comedy is a standout, besides which they manage two dances that are as good as anything ever put in on so small a way. Joan Fontaine is passively fair as the ingenue, nicely looking the role but otherwise undistinguished. Reginald Gardner and Ray Noble bolster the first "characterization" of Gardner, pasteurizing it with a little more than a dash of "romance" as Constantine Collins as his snobbish sister, and young Watson rounds out an excellent cast.

Gershwin songs are dandy. "Nice Work If You Can Get It," "A Foggy Day in London Town," "Things Ain't What They Used to Be," "But Be a Boy" and "How" are the titles and all of it. Russell Bennett, responsible for most of the arrangements, has transplanted

The whole production is typically Wesley Ruggles and Claude Binyon, the directing team that likes to tackle frontier material, yet they haven't hit a top in turning out "Confession." In the adaptation, it's the same old same old. The direction it's the Ruggles touch that holds all the way. Albert Lewis, credited as the producer, is under-rated. He's the one who knows what the "Confessions" is based on, Paramount, when he left Metro. This is the only time he's credited with a role, otherwise, was in virtual complete supervision of the production. While the Lombard-MacMurray vehicle is a good one, it's not for a variety of audiences, it misses being a sock by inches.

The performances are good, but the film is a photographic study in spots, especially in country estate scenes, and MacMurray, no great actor in these same scenes, makes a mess of them. The film is too long to jump into the lake for a swim.

Beal is the girl. They're okay, stressing the emotions of the romantic note over easily. Carey is the girl's ever-loving. Beal is a disappointed medical student who quits to make enough money to go back to school. The movie loves him but prefers to find a man more than his widow. Carey finds

This differs somewhat from the stage version, but the alteration is an improvement for present day filmization. In these days of scarcity of quota pictures of quality, this one should clean up in Britain. —L.A.

era work of Robert LeFebvre. Marc Fossard is superb. Pictures are splendidly mounted, only occasionally lapsing into inexpensive effects. Large cathedral wedding scene.

The stereophonic sound in motion pictures, developed by Electrical Research Products, Inc., to prove that depth and actual movement of sound is possible in films, was first demonstrated at General Electric Research Studios, Arlington, N. Y. Special reel prepared under the direction of J. P. Maxfield of ERPI showed how such stereophonic sound is recorded and reproduced, with examples of how third-dimensional effect in sound may be employed on the screen. New ERPI discovery was presented at the 1935 National Motion Picture Congress, meeting last September, but not successfully carried to conclusion because of equipment failure.

200 DAY-AND-DATE THANKSGIVING THROUGHOUT THE COUNTRY MENT AT RIVOLI, N.Y.



FRED

★ ASTAIRE ★

★ GEORGE
★ BURNS ★

★ GRACIE
★ ALLEN ★



**FOUR SINGY, SWINGY, GERSHWIN
HITS! "FOGGY DAY" · "NICE WORK IF
YOU CAN GET IT" · "THINGS ARE LOOK-
ING UP" · "I CAN'T BE BOTHERED NOW"**

Music by GEORGE GERSHWIN · Lyrics by IRA GERSHWIN

DIRECTED BY GEORGE STEVENS

A PANDRO S. BERMAN PRODUCTION

STORY BY P. G. WODEHOUSE

SCREEN PLAY BY P. G. WODEHOUSE · ERNEST PAGE · TEN

WING WEEK BOOKINGS IN FIRST RUNS — OPENING EXTENDED RUN ENGAGE- TODAY!



IN

*"a Damsel in
Distress"*

WITH JOAN
FONTAINE
REGINALD
GARDINER
RAY NOBLE

Studio Racket Quiz Gets Nowhere But Makes Interesting Reading; WB Tells Them Off; Casey's \$87,000 Salary

Hollywood, Nov. 23.—Investigation of charges of labor racketeering in the studios by the International Alliance of Theatrical Stage Employees, which has been in progress nearly a week here with an ad interim legislative committee running the show, exploded with a loud bang last week when committee members began putting one another on the pan.

Sitting was indefinitely adjourned after several sessions had brought out a number of interesting facts but not nowhere.

Under pressure, admission was elicited from Pat Casey, studio labor contact, that he draws a salary of \$87,000 a year from the Association of Motion Picture Producers. In the course of his testimony Casey referred to Joseph N. Weber, international president of the American Federation of Musicians, as 'the finest example of labor leader in the American labor movement.'

H. M. Warner was a witness at the final session, testifying that he left the details of studio operations to others and that he himself only tells them how much money they can spend. He said he had personally met George Brown, IATSE president, and William Bloff, Browne's personal representative. After some sparring on the studio labor situation, Warner was asked what condition he would like to have prevail.

'If you ask me what I like,' Warner replied, 'I'd like to run my own business.'

He said Warners has had no labor troubles and that he believes a man is entitled to earn a living whether or not he belongs to a union.

Favors Just Return

'I am very much interested,' he added, 'in business not being destroyed by labor because to pay labor, business must be successful. Also, I am in favor of labor receiving a just return for work done.'

Casey testified that in the event IATSE restores autonomy to studio locals, as has been suggested, such action would violate the basic agreement with the producers and therefore producers would have the right to withdraw from the agreement.

Bloff supplied fireworks at the hearing when he testified that IATSE has cost the producers \$6,000,000 a year and that 'the employers would like to see me dead.' Assemblyman Dawson of the investigating committee admitted that the inquiry was based upon rumor that IATSE 'is a racket.'

Robert Montgomery, president of the Screen Actors Guild, testified, flanked by Laurence Beilenson, SAG counsel, Aubrey Blair, SAG biz manager, and Kenneth Thomson, SAG executive sec. Montgomery said that in his opinion Bloff's statement, that jurisdiction of IATSE was to be extended to all labor elements in film biz, including actors and directors, was ill-advised. He said he had no complaint to make against IATSE, but that SAG was well able to take care of its own problems as a bargaining agency. Books of the SAG are wide open to the committee any time it wants to examine them. Montgomery said on finishing his testimony.

'CIO Chestnut' Puller-Outers

J. W. Buzzell, of the Los Angeles Central Labor Council, said that the investigation was inspired by business leaders 'with the idea of destroying studio labor unions' and that the committee was being used to pull chestnuts out of the fire for the Committee for Industrial Organization.

'In my opinion,' Buzzell said, 'certain phases of this investigation were inspired by the CIO.'

Judge Isaac Pacht, of Pacht, Pelton, Warne & Black, represented IATSE as counsel at the hearings.

Questioning developed that IATSE checkers at the studios are paid \$110 a week plus \$12 a day hotel expenses.

Bowwows On Parade

Hollywood, Nov. 23.—Harold Shumate has been assigned as associate producer on Republic's 'Dog Show.'

Courtland Fitzsimmons and Nat West are scripting.

WB-MUSICIANS PEACE LOOKS OK IN PHILLY

Philadelphia, Nov. 23.—Prospects for continued peace between Warner Bros. circuit here and Musicians' Local grew brighter following initial meeting last Thursday to explore the situation for a binder for next year. Both sides wore their most conciliatory attitudes and showed anxiety to do biz without the trouble that caused picketing and theatre bands to be pulled out last season.

Real issues weren't reached, however. Chintest was temporarily stymied by disagreement over fulfillment of terms of last year's covenant for the nabes. Union claims contract hasn't been satisfactorily completed, while Warners maintain it has. Item will be threshed out in WB h.o. in New York Friday.

In the meantime, the union came to a settlement with the Carman theatre, indie vaudeville. George T. Graves, op. of the house, agreed to \$2 a week upping for each of the 10 musicians on \$2-week binder.

There will be meetings later this week with the Troc and Fox's theatres to look into matter of a new contract. No trouble is expected. A fight may loom, however, later when deal is attempted with Max Wilner's Shubert, burley house.

Wife of E. J. Mannix Killed in Auto Wreck

Palm Springs, Nov. 23.—Mrs. Bernice Mannix, wife of Edward J. Mannix, Metro studio head, was instantly killed early last Saturday (20) when an automobile in which she was riding, driven by Al Wertheimer, overturned four miles east of here. Wertheimer was seriously injured, but will recover.

Mrs. Mannix had been playing bridge with friends at The Dunes, fashionable resort operated by Wertheimer. Around 2:30 a. m., Wertheimer offered to drive her back to her hotel in Palm Springs. En route Wertheimer was forced to swerve to avoid another car and his own automobile left the highway, running into the sand. The Wertheimer car was upside down when the California highway patrol arrived on the scene.

Mrs. Mannix was found pinned beneath the automobile. Informed of the accident, Mannix immediately left Hollywood in a chartered plane, accompanied by Dr. Maurice Kahn. The body was taken to a mortuary in Banning.

Body was accompanied east by Mannix, John Tobin, Mr. and Mrs. Spencer Tracy, Howard Strickling and two other members of the family. Burial in Boston.

High mass was observed in Beverly Hills Monday (22) morning, attended by industry leaders and Metro players.

Sentry's \$312,500 Suit

Sentry Safety Control Corp., which holds the patents on home talking picture machines, filed suit Thursday (19) in N. Y. supreme court for \$312,500 against the International Projection Corp., alleging breach of contract. Sentry alleges that it contracted to license the defendant corporation to make talking machines which are known as 'Sentrolas' at \$5 each. In return, International was also to supply \$25,000 to establish film libraries. Plaintiff failed to live up to the agreement and Sentry wants \$250,000 damages besides the \$62,500 for the libraries.

Defendant admits entering a contract with the plaintiff but claims it only called for the payment of \$5 for each machine made. It only made 184 machines, it asserts.

OL' DESERT'S GOT 'IM

Palm Springs, Nov. 23.—Phil Baker will bed down for the winter here with frequent trips to the Hollywood studios on his schedule. Dickering to build or buy a home here.

What! No Banko?

The Crystal theatre, Brooklyn, tops all giveaways by offering a combo theatre admittance breakfast for total of 10c, patron arrives before 8:45 a.m. Theatre opens at 6 a.m. Come-on reads, a free piping hot breakfast, at an adjacent designated coffee pot. No indication of what the bally conceals in line of eats but theatre offers usual double feature program—all for a dime.

Alger Files RKO Report; Cuts R.C. Shares to 460,000

Cutting down the settlement price of the Rockefeller Center's \$9,150,000 claim against RKO is the major change recommended in RKO's pending reorganization plan, by Special Master George W. Alger, according to the latter's report submitted last yesterday (23) to Federal Judge William O. Bondy. Otherwise the plan is approved practically in toto, and the claims of the old Class 'A' stockholders are thrown out.

This means early reorganization for RKO, as only the final approval of the Court is now awaited to finalize the execution of the plan. Alger's report comprises 83 pages. His recommendation to cut the R. C. claim settlement is as expected. He slices this down from the originally agreed settlement price of 500,000 shares of new RKO common to 460,000 shares. His recommendations are based on an estimate that the new RKO share will be worth from \$10-\$12 per share, slightly higher than that fixed by the parties in making the original settlement. Thus in money terms, Alger fixes the value of the R. C. claim at \$4,930,000.

In his report he recommends that the claims of Edward W. Stern, of Milwaukee, Ivy McPherson, of Boston, and Edward J. Hickey, of Washington, be disallowed. These are holders of the old RKO 'Class A' stock which was not transferred in that 1931 reorganization of the company. That was when RCA obtained control of RKO.

Profits of Columbia Pictures for the first quarter of the company's fiscal year held up well compared with the initial period of the previous year, estimate made last week indicated. 'Net earnings' for the quarter ending Sept. 30 were estimated at \$1,200,000, or approximately 27c per share after preferred dividend requirements. This compares with \$129,000 for first quarter of 1936 or 26c a share after preference issue divvy.

Columbia's profit per share was regarded as unusually good in view of the fact that the 27c on the common was based on 349,460 shares outstanding at this time last year.

Granger's New Trio

Hollywood, Nov. 23.—Edmund R. Granger's unit at Universal has been handed three features scheduled to roll before the first of the year. New ones are 'Crime of Dr. Hallett,' 'Shannons of Broadway' and 'Nurse from Brooklyn.'

Granger, currently is producing 'Daughter,' with Ted Sloman directing and a cast topped by Fay Wray and Kent Taylor.

Perlberg's Bonus Vacash

William Perlberg, Columbia's top producer under Harry Cohen, sails today (Wednesday) for a six weeks' European vacation at the company's expense, as a bonus, and with a new contract in his pocket. Has been Perlberg's first time-out in two years.

JACK HOLT'S 'AFFAIR'

Hollywood, Nov. 23.—Larry Darnour has started production of 'A Dangerous Affair,' Jack Holt starred for Columbia, release, with Lewis Collins directing. Beverly Roberts has the top femme spot in 'The Usher' and Joseph Crehan insured supporting roles.

Altogether the Boys Ask \$612,000 In Fees on the Roxy Reorg Matter

HOLLYWOOD NLRB TUFF SHIFTS TO WASHINGTON

Hollywood, Nov. 23.—Screen Writers Guild, Screen Playwrights and the producers will be represented by attorneys at National Labor Relations Board hearings in Washington, Dec. 1, to determine a bargaining rep for scenarists.

Leaving for the capital this weekend are Walter Tuller, Alfred Wright and Milton Schwartz for the producers. Leonard Janofsky for SWG, Neil McCarthy for the Playwrights.

Houston, Nov. 23.—Theatrical workers in Houston industrial area, organized by the C.I.O., have been issued a charter as United Motion Picture Operators and Stage Hands, Local No. 693.

Officers are George C. Mitchell, president; J. H. Naquin, secretary; treasurer; G. H. Poff, business agent.

Judell's Progressive Pix to Start Prod. Jan. 1

Chicago, Nov. 23.—Progressive Pictures will get going in January, and plans first year production schedule of 44 features according to Ben Judell who arrived here Sunday (14) after 14 months spent on Coast lining things up. At present Judell, Inc., has exchanges located in Milwaukee, Chicago, St. Louis and Indianapolis. According to present plans new exchanges will be opened in Detroit, Kansas City, Los Angeles, San Francisco and perhaps N. Y., latter office also to handle foreign rights.

As yet no production staff has been signed, and will not be until Judell returns to Coast on Dec. 20.

BOYCOTT BEERY

SAG Reprisal Talk, Unless He Pays \$250 Fine

Hollywood, Nov. 23.—'Screen Actors' Guild will slap a \$5,000 fine on Wallace Beery if he fails to pay by Nov. 29 a \$250 penalty recently assessed. Guild board voted the fine when the actor ignored an equity order to join SAG. Actor also allegedly crossed the Culinary Workers' picket lines while strike was in progress against the Boston Derby here.

Pointed out a studio apprentice, was recently fined \$600 for a similar offense. L. A. Central Labor Council is preparing to contact locals all over the country asking members to refrain from attending Beery's pictures, unless he gets 'straightened out.'

Benny's Chi Charity

Chicago, Nov. 23.—Jack Benny will be guest headliner at Chicago's Own Christmas Party at the Stadium Dec. 15. Benny comes to Chicago for the first time, which is entirely municipal and non-political, as the guest of the city. Paramount has arranged shooting schedules to permit Benny to make the journey.

Publicity on the Xmas show, which is receiving 100% cooperation from Mayor Edward Kelly and Barnett Hedges, corporation counsel, is being handled by Madeline Woods, with Irving Levy acting as Mayor Kelly's personal aide in supervising all the actual operations in the production of the gigantic show.

Last year Eddie Cantor making a special trip to town to appear at this show. Possibility that the entire Benny Jello program and cast will shift to Chicago, but that move may not be necessary, since the Christmas show here takes place on a Wednesday.

CUNNINGHAM BACK WEST

Joe Cunningham, film writer-actor, returns to the Coast this week after a week's vacation in Philly, where he was formerly newspaper critic. Pen and Pencil club, Philly scribble organization, tossed a blowout for Cunningham during his stay.

Lawyers, brokers, experts and accountants are asking \$612,000; in fees, from the old Roxy Theatre's (N.Y.) reorganization, although less than half of this amount is available. Unless the court cuts down these applications drastically, bondholders may get very little, if anything. Federal Judge Francis Caffey on Friday (19) began hearing on these applications. Another hearing is scheduled for Dec. 3.

The applicants spoke long and unblushingly of the labor and the suffering they had incurred on behalf of the Roxy. For representing a private client, owning \$5,000; principal amount of old bonds, currently selling at around \$2,350, one group of lawyers is asking for disbursements twice and three times greater than the fees which they seek additionally.

Among the claimants is George W. Garsson and Roemer-Kenny Co., Inc., asking for \$58,692 as a brokerage fee. Carl Erickson is another claiming a brokerage fee of \$50,952. Garsson is a brother of Murray Garson, one-time chief investigator of the Senate Congressional Committee, which looked into realty reorganization around the country.

Howard S. Cullman, former trustee, asks for \$120,000 additional, as a final fee presumably in the situation. White & Case, attorneys for principal bondholders, responsible for the reorganization, ask for \$65,000 fees and \$1,565 disbursements.

Proskauer, Rose & Paskus, lawyers for the trustee, want \$50,000 fees and \$200 in disbursements.

Miller, Owen, Otis & Bailly, as general counsel to the Lewis H. Pounds bondholders' committee, want \$20,000, and the Pound Committee itself asks for \$23,318 in fees and \$37,394 in disbursements. This committee includes Lewis H. Pounds, George Gordon Battle, Simon Newman, George W. Retz, Frank Murphy, John D. Reilly and A. L. Werner.

Beckman, Rogue, Lewis, Stephens & Black, counsel for the committee representing the 5-year 6 1/2% gold notes, asks for \$25,000 fees and \$497 disbursements.

This committee, itself, asks for \$10,000 fees and \$17,297 in disbursements. The committee includes Louis A. Mahoney, Alvin J. Schlosser and Frank D. Lisle.

Fox, Detroit, Fees

Detroit, Nov. 23.—Ruling expected this week on \$346,200 claims for fees in connection with reorg. of the Fox theatre here, following a final hearing Saturday (20) on the claims before George A. Marston, referee in bankruptcy.

Claims against the Colwood Co., operating company for the theatre, include \$47,659 for the bondholders' protective committee; \$40,000 for David M. McCarty, Jr., J. J. and David Flayer, N. Y., attorneys representing the bondholders; and \$25,000 for Freedman, Meyers & Keys, Detroit attorneys. Dave Ideal, manager and trustee of the theatre, has also asked court for fees, in addition to his \$200 weekly salary and \$25 for expenses as manager of house.

Reorg of theatre was recently approved by Federal Judge Ernest O'Brien, with Skouras Bros. as new lessee of house. Considerable delay has been experienced in turning house over to Skouras, but it's now expected, whichever will be accomplished around first of year.

'Marco' Follows 'Damsel' Into Rivoli for Xmas

'Adventures of Marco Polo' (Goldwyn-UA) has been bought by the Rivoli, N. Y., to follow 'Damsel in Distress,' the first Fred Astaire picture to play away from the Music Hall. Latter opens at the Riv today (Wed.).

'Distress' is guaranteed four weeks at the Riv, this being a condition of the booking with RKO. 'Polo' thus is set for Christmas week, date 10 open being Dec. 22.

Hollywood, Nov. 23.—Next Ginger Rogers-Fred Astaire co-starrer at Radio will be 'Change Partners,' temporary title. Mark Sandrich will direct.

FILM BOOKING CHART

(For information of theatre and film exchange bookers, VARIETY presents a complete chart of feature releases of all the American distributing companies for the current quarterly period. Date of the reviews as given in VARIETY and the running time of prints are included.)

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WEEK OF RELEASE	TITLE	PRODUCER	DISTRIB.	TYPE	TALENT	DIRECTOR	TIME	REVIEWED
							MINS.	BY VARIETY
10/1/37	SOMETHING TO SING ABOUT MADAM X A BRIDE FOR HENRY HIGH, WIDE AND HANDSOME MUSIC FOR MADAME BOOTS AND SPATULES YOUTH ON PAROLE LIFE BEGINS IN COLLEGE CARNIVAL QUEEN LOVE OF EMILE ZOLA LOVE IS ON THE AIR	Schertzing J. K. McGuinness Mrs. W. Reid A. Hornblow Jesse L. Lasky Sol C. Siegel Phil Rosen H. Wilson Robt. Presnell Henry Blanke Bryan Foy	GN MGM MGM Par RKO Rep 20th 20th WB WB	Musical Drama Com-Rom Rom-Dr Musical Western Musical Melodrama Biog Com-Rom	Cagney-E. Daw Gladys George-W. William Ann Nagel Irene Dunne-R. Scott N. Martin-J. Fontaine Gene Autry-J. Allen M. Marsh-G. Oliver Ritz Burns-F. Brooks D. Kent-R. Wilcox Paul Muni-G. Sondergaard R. Reagan-June Travis	Schertzing Sam Wood William Nigh R. Marnoulian J. Blystone Joseph Kane Phil Rosen W. A. Seiter Nate Watt Wm. Dieterle Nick Grinde	90 75 55 117 77 59 61 66 86 123 61	9/1 9/29 9/29 7/28 9/15 10/13 10/13 9/29 11/3 6/30 9/15
10/8/37	LIFE BEGINS WITH LOVE RENEW OF THE MOUNTED PARTNERS IN CRIME SATURDAY'S HEROES THE WRONG ROAD LANCER ST. ROLL ALONG COWBOY FAREWELL AGAIN I MET MY LOVE AGAIN IDOL OF THE CROWDS THEY WON'T FORGET	M. Connolly A. Herman Par Robt. Sisk Colbert Clark S. G. Engel Sol Lesser V. Saville W. Wanger Trem Carr Mervyn LeRoy	Col GN GN RKO Rep 20th 20th UA UA U WB	Rom-Com Outdoor Melodrama Football Melodrama Drama Western Melodrama Rom-Dr Rom-Dr Drama	D. Montgomery-J. Parker J. Newill-C. Hughes L. Overman-R. Karns Van Hedlin-M. Marsh E. Cromwell-L. Atwell D. Del Rio-G. Sanders-Lorre Smith Ballou L. Banks-F. Robson J. Bennett-H. Fonda John Wayne-S. Bromley C. Rains-G. Dickson	Ray McCarey Al Herman Ralph Murphy Edw. Kelly J. Cruze G. Ratoff Gus Meins Tim Whelan Logan-Ripley Art Lubin Mervyn LeRoy	72 64 66 78 62 78 55 84 88 98	10/6 11/10 10/20 9/29 11/3 10/6 10/13 5/19 11/10 10/6 6/30
10/15/37	MURDER IN GREENWICH VILLAGE DR. SYN WALLARY OF THE ISLANDS DOUBLE WEDDING LUCK OF ROARING CAMP WHERE TRAILS DIVIDE ANGEL FIT FOR A KING TRIGGER TRIO HEIDI THAT'S MY STORY OVER THE GOAL	W. MacDonald GN GN J. Mankiewicz J. H. Steele R. N. Bradbury Ernst Lubitsch David L. Loew Sol Siegel R. Griffith Robt. Presnell Bryan Foy	Col GN GN MGM MGM MGM RKO RKO RKO RKO U WB	Mystery Drama Rom-Dr Rom-Dr Outdoor Western Rom-Dr Com-Dr Western Rom-Dr Melodrama Rom-Com	Fay Wray-Richard Arlen George Arliss G. Huston-R. Coleman Wm. Powell-H. Ayer O. Davis, Jr.-J. Woodbury Tom Keene Dietrich-H. Marshall Joe L. Brown-R. Mack Three Mesquiteras Temple-Hershall-Treacher C. Morgan-Wm. Lundigan Wm. Hopper-June Travis	Al S. Rogell Neill-Howell Chas. Lamont Wm. Powell J. V. Willat R. N. Bradbury Ernst Lubitsch Edw. Sedgwick Wm. Witney Allan Dwan Sid Salkow Noel Smith	68 51 58 53 59 59 70 73 85 85 62	11/3 9/3 9/3 9/22 9/22 9/13 9/13 9/13 11/10 10/6 10/6
10/22/37	THE AWFUL TRUTH KING OF SIERRAS HERE'S LOOK AT WORK LIVE, LOVE AND LEARN THUNDER TRAIL BREAKFAST FOR TWO CHARLIE CHAN ON BROADWAY STAND-IN THE PERFECT SPECIMEN	Everett Riskin M. H. Hoffman M. & A. Alexander H. Rapf Par Edw. Kaufman John Stone W. Cagney H. J. Brown	Col GN GN MGM Par RKO RKO RKO WB	Comedy Western Com-Dr Com-Dr Western Rom-Dr Mystery Com-Rom	L. Dunne-Cary Grant Rex-Sheik (horses) E. Linden-A. Malloy B. Montgomery-R. Russell Marsha Hunt-Gilbert Roland R. Stanwyck-H. Marshall O. J. Connelley E. Flynn-John Blundell	Leo McCarey Arthur Rosson G. Fitzmaurice Chas. Barton Alfred Santell Eugene Forde Ray Cagney Michael Curtiz	99 87 87 86 86 86 86 82	10/20 10/20 10/20 9/29 11/24 9/22 9/22 9/22
10/29/37	TRAPPED BY G MEN TEX RIDES WITH BOY SCOUTS CONQUEST FEDERAL BULLETS THIS WAY, PLEASE THERE GOES THE GROOM RIDIN' THE LONE TRAIL ALI BABA GOES TO TOWN WESTLAND CASE THE GREAT GARRICK	Col E. Finney B. H. Hyman Lon Young Mel Shauer A. Lewis A. W. Hackel L. Schwab L. Fox-S. Starr M. LeRoy	Col GN GN MGM MGM Par RKO RKO U WB	Melodrama Western Hist-Rom Drama Musical Com-Dr Western Musical Mystery Drama	Jack Holt-Wynne Gibson Tex Ritter Garbo-Charles Boyer M. Stone-T. Walker Buddy Rogers-B. Grable B. Meredith-A. Sothera Bob Steele Cantor-T. Martin-J. Lang P. Foster-Carol Hughes Brian Aherne-de Havilland	Louis D. Collins Ray Taylor Clarence Brown Karl Brown Robt. Florey Joseph Santley Sam Newfield David Butler C. Cabanne James Whale	66 66 115 61 72 74 74 89 89 95	11/10 11/2 10/27 10/27 9/13 10/13 10/13 10/20 9/29 9/29
11/5/37	SWING IT, SAILOR THE FIREFLY DANGER VALLEY HOLD 'EM, NAVY FIGHT FOR YOUR LADY FORTIA ON TRIAL DANGER, LOSE AT WORK GIRL WITH IDEAS ALCATRAZ ISLAND	D. Diamond H. Stromberg R. N. Bradbury Par A. Lewis A. E. Levey H. Wilson Ed. Grainger Cosmo	GN MGM MGM Par RKO Rep 20th 20th WB	Com-Dr Musical Western Football Com-Rom Rom-Dr Com-Dr Com-Rom Melodrama	W. Ford-J. Jewell J. MacDonald-A. Jones Jack Randall Lew Ayres-M. Carlsile J. Boles-L. Lupino W. Abel-F. Inescort A. Sothera-J. Halley W. Pidgeon-W. Barrie John Littel-A. Sheridan	Ray Cannon R. Z. Leonard R. N. Bradbury K. Neumann Ben Stioff G. Nicholas, Jr. O. L. Prelinger Wm. McGann	63 140 82 67 67 72 79 64	11/19 7/28 11/10 11/10 10/20 11/10 11/3 10/13
11/12/37	I'LL TAKE ROMANCE MR. BOGGS STEPS OUT THE LAST GANGSTER THE BARRIER LIVING ON LOVE SPRINGTIME IN ROCKIES DANGEROUSLY YOURS STORM IN A TEACUP MURDER IN DIAMOND ROW MERRY GO-ROUND OF '3 ADVENTUROUS BLONDE	E. Riskin Ben Pivar MGM H. Sherman M. Cohen S. C. Siegel S. C. Siegel Korda A. Korda B. G. DeSilva Bryan Foy	Col GN GN MGM RKO RKO 20th 20th UA UA WB	Musical Com-Dr Drama Outdoor Com-Dr Western Rom-Dr Rom-Dr Melodrama Musical Com-Rom	Grace Moore-M. Douglas S. Erwin-H. Chandler E. G. Robinson-R. Stradner L. Carrillo-J. Parker B. Bourne-J. Dunn G. Autry-F. Hawley C. Romero-P. Brooks V. Leigh-E. Harrison E. Lowe-S. Shaw-A. Todd B. Lahr-E. House G. Farrell-B. MacLane	Edw. Griffith G. Wiles E. Ludwig Les Selander Lew Landers Geo. Stevens M. St. Clair V. Saville W. K. Howard L. C. Hunt P. McDonald	67 81 81 69 69 69 69 88 75 96	11/10 11/10 11/3 11/3 11/24 11/24 10/20 9/9 11/17 10/27
11/19/37	HOLLYWOOD ROUNDUP FRONTIER TOWN NAVY BLUE AND GOLD NIGHT CLUB CANAL DAMSEL IN DISTRESS THE GUN RANGER THE DUKE COMES BACK SECOND HEXMOON END STREET IT'S LOVE I'M AFTER	Col Ed Finney S. Zimbalist Par P. S. Berman A. W. Hackel H. Schlom R. Griffith W. Wanger H. J. Brown	Col GN MGM Par RKO Rep 20th 20th UA WB	Western Western Football Mystery Musical Western Rom-Dr Com-Rom Musical Comedy	Buck Jones Tex Ritter B. Young-L. Barrymore B. Barrymore-Overmire Astaire-Burns and Allen Bob Steele-E. Stewart A. Lane-H. Angel-G. Tobin T. Power-L. Young K. Baker-F. Patterson-Carrillo L. Howard-B. Davis	Ewing Scott Ray Taylor Sam Wood Ralph Murphy Geo. Stevens S. Newfield I. Pichel Walter Lang L. C. Hunt Archlie Mayo	95 100 75 90	11/17 11/24 11/10 10/6 7/21
11/26/37	SHE MARRIED AN ARTIST THOROUGHBREDS DON'T CRY COUNTRY AIR EDD TIDE TEXAS TRAIL HIGH FLYERS WILD HORSE RODEO 45 FATHOMS DINNER AT THE RITZ NOTHING SACRED SOME BLONDES ARE DANGEROUS SUBMARINE D-1	S. Buchman H. Rapf E. B. Derr L. Hubbard Harry Sherman Lee Marcus S. C. Siegel J. C. Stone R. T. Kane D. O. Solznick E. M. Asher L. Edelstein Bryan Foy	Col MGM MGM Par RKO RKO Rep 20th 20th UA WB WB	Comedy Com-Rom Rom-Com Drama Western Comedy Western Rom-Dr Com-Dr Com-Dr Rom-Com	Boles-Lull Dool B. Sinclair-M. Rooney J. B. MacDonald-M. L. Lender O. Homolk-F. Farmer W. Boyd-J. Allen Wheeler-Woolsey J. Wither-T. Beck Annabella-P. Lukas Lombard-F. March W. Gargan-D. Kent F. O'Brien-D. Weston S. Colton-F. Farr J. Stewart-E. Young E. Arnold-S. Ross-Trent Fred Stone-D. Vaughan M. Ellis-O. Kruger C. Trevor-D. Woods W. Barrie-K. Taylor K. Francis-F. Foster	M. Gering J. W. Rubin H. Bretherton J. B. Linder Dave Sellman Eddie Cline Geo. Sherman Jas. Tuning H. D. Schuster Wm. Wellman Milt Caruth Lloyd Bacon L. Hillier J. W. Rubin Richard Wallace Edw. Kelly B. D. Hunt A. Frank S. S. Simon Stan Logan	80 71 81 91 75 75 65 106 82	11/17 11/24 10/13 11/10 11/10 11/10 11/10 11/10 9/1
12/3/37	ALL-AMERICAN SWEETHEART BAD MAN OF BRIMSTONE BLOSSOMS ON BROADWAY TAKING THE TOWN GLAMOROUS NIGHT BIG TOWN PRESCRIPTION FOR ROMANCE FIRST LADY	W. MacDonald Harry Rapf B. P. Schulberg M. Cohen W. C. Mycroft Milton Feld E. Grainger H. J. Brown	Col MGM Par RKO RKO 20th 20th WB	Rom-Com Football Com-Rom Comedy Drama Melodrama Com-Rom Rom-Com	J. L. Hillier J. Stewart-E. Young E. Arnold-S. Ross-Trent Fred Stone-D. Vaughan M. Ellis-O. Kruger C. Trevor-D. Woods W. Barrie-K. Taylor K. Francis-F. Foster	L. C. Hunt J. W. Rubin Richard Wallace Edw. Kelly B. D. Hunt A. Frank S. S. Simon Stan Logan	85 85 66 82	11/17 11/10 11/10 9/1
12/10/37	THE SHADOW BEG, BORROW OR STEAL LOVE ON THE RUN DANGER PATROL COLORADO KID BORROWING TROUBLE ADVENTURES END MISSING WITNESSES	W. MacDonald Joe Cohn E. C. Cohn Mauri Cohen A. W. Hackel Max Golden Bryan Foy	Col MGM MGM RKO RKO 20th 20th WB	Melodrama Comedy Rom-Com Melodrama Western Comedy Comedy Melodrama	R. Hayworth-C. Quileley J. Beal-F. Rice-F. Morgan J. C. Cullen-S. Ardel S. Eilers-J. Beal Bob Steele-M. Weldon J. Proenty-S. Bryington J. Wayne-D. Gibson J. Littel-J. Dale	C. C. Coleman, Jr. W. Thiele E. A. Dupont Lew Landers Sam Newfield Frank Strayer Arthur Lubin Wm. Clemens	57 70 70 59 60 63	11/17 11/24 11/10 11/24 11/17 11/17
12/17/37	UNDER SUSPICION NON-STOP NEW YORK YOUR OWN YOUNG ONES ROMANCE OF ROCKIES BORN TO THE WEST COLORADO KID TARZAN'S REVENGE ACTION FOR SLANDER SHE LOVED A FIREMAN	Col GN GN GN GN GN GN GN GN GN	Col MGM MGM MGM MGM MGM MGM MGM MGM MGM	Melodrama Comedy Comedy Comedy Comedy Comedy Comedy Comedy Comedy Comedy	J. Holt-K. DeMille L. Lee-L. Leder L. Steane-C. Parker Tom Keene-B. Wallace J. Wayne-J. M. Brown Bob Steele-M. Weldon G. Morris-E. Harker C. Brook-A. Todd D. Foran-A. Sheridan	L. D. Collins B. Stevenson C. Doran R. N. Bradbury Chas. Barton Sam Newfield D. R. Loderman Tim Whelan John Farrow	72 85 85 85 85 85 85 85 85	9/29 11/17 11/17 11/17 11/17 11/17 11/17 11/17 11/17
12/24/37	NO TIME TO MARRY LOOK OUT FOR LOVE ROSAE TRUE CONFESSIONS HITTING A NEW HIGH THANK YOU, MR. MOTO ADVENTURES MARCO POLO YOU'RE A SWEETHEART LOVAVICH	Nat Terris Herb Wilcox Wm. A. McGuire Albert Lewin J. L. Lasky Sol Wurtzel S. Goldwyn B. G. DeSilva Robt. Lord	Col GN MGM RKO RKO 20th 20th UA WB	Com-Rom Rom-Dr Musical Comedy Comedy Comedy Comedy Comedy Comedy Drama	M. Astor-R. Arlen A. Neagle-T. Carminati N. Eddy-E. Powell-Bolger C. Lombardi-MacMurray L. Rautu-J. Howard-Mackie F. Lorr-J. Regan G. Coover-S. Gurie A. Fave-G. Murphy C. Colbert-C. Boyer	Harry Landron H. Wilcox W. S. Van Dyke Wesley Ruggles R. Rautu Norman Foster Archlie Mayo David Butler Anatole Litvak	87 85 85 85 85 85 85 85 85	11/17 11/24 11/24 11/24 11/24 11/24 11/24 11/24 11/24

"STAND-IN" A STANDOUT AT RADIO CITY MUSIC HALL

...AS NEW YORK CRITICS STAND UP AND CHEER!

The most astonishing picture ever to come out of Hollywood . . . brightly written, cleverly directed, splendidly acted . . . daring in its realism . . . most boldly "inside" story Hollywood has ever presented about itself . . . bright, witty, biting . . . Leslie Howard is great . . . gives captivating performance . . . Joan Blondell is skilled foil for him . . . production is handsome, pace is brisk, story is smart . . . merits applause for excellence as well as daring.

—Blond Johaneson in Daily Mirror

A behind-the-scenes story that is truly astonishing . . . keen and sharp-edged . . . wit, drama, comedy . . . first time Hollywood has held a mirror up to itself . . . superbly done . . . one of best characterizations Leslie Howard has ever given on the screen.

—Kate Cameron in Daily News

"Stand-In" a gem . . . one of comedy high-spots of season . . . shrewd blend of satire, fact and fiction . . . smartly written, acted and directed . . . hugely amusing behind-the-scenes picture of land of glamour and make-believe . . . Mr. Howard's best screen work . . . Miss Blondell checks, in delightful performance . . . hilarious lines and sparkling incidents . . . it's grand entertainment.

—Rose Palswick in Journal and American

Genial, pleasant comedy . . . spinning smoothly all the way . . . Mr. Howard does nobly . . . stand-in curviciously personified by Miss Joan Blondell.

—Frank S. Nugent in The Times

"Stand-In" is required seeing for all those who lapped up "A Star Is Born" . . . very amusing . . . drama with a spice of humor . . . comic possibilities well realized . . . Leslie Howard excellent.

—Archer Winsten in The Post

Ribald and laughable entertainment . . . Leslie Howard excellent as hero . . . Joan Blondell adds to merriment . . . genuinely amusing and diverting.

—William Boehnel in World-Telegram

Definitely entertaining . . . a tour-de-force . . . antic situations and funny lines . . . sobs as well as laughter . . . Leslie Howard and his assistants have made the most of their acting opportunities.

—Howard Barnes in Herald Tribune



**BANKER GOES HOLLYWOOD
BEAUTIFUL STAND-IN GOES FOR BANKER!**

The author of "Mr. Deeds" takes you behind the scenes in Hollywood for laughs and romance . . . and it's grand fun!

WALTER WANGER

presents

LESLIE

JOAN

HOWARD BLONDELL

in
"Stand-in"

with

HUMPHREY BOGART

**ALAN MOWBRAY • MARLA SHELTON
C. HENRY GORDON • JACK CARSON**

Directed by TAY GARNETT

Screenplay by GENE TOWNE and GRAHAM BAKER

From The Saturday Evening Post story by Clarence Budington Kelland, author of "Mr. Deeds Goes to Town"

Released thru UNITED ARTISTS



EXPLOITATION

By Epes W. Sargent

98,000 Throwaways

St. Louis. An exclusive tieup with the 31st annual St. Louis Auto Show has traced more than 70,000 persons named Harold "Chick" Evans, manager, and Jimmy Harris, publicity director at Loew's to distribute 10,000 9x12 circus style circulars and the planting of a 40x60 A board at the entrance to the arena, where the show was held, for one of the high-lights of an exploitation campaign for "Vogues of 1938." Another was three cooperative ads obtained from the town's largest department stores and a fourth from the local I. Miller Shoe Co., whose shoes were used in the pix.

Through a tieup with the A&P retail grocery store chain 88,000 8 1/2 x 11 1/2 Thanksgiving special circulars, one side of which was devoted to their copy, were distributed throughout the burg. The grocery chain paid 50% of the cost of printing the circulars and 100% of the door-to-door distribution. Harris also planned 12 displays of merchandise used in the pix in downtown department stores and had other hookups, whereby streamers of Warner Baxter and his pipe were used in cigar stores and Calox tooth paste streamers in 300 drug stores. The lower half of menu cards used in the drug store chain during the run of the pix were imprinted with theatre copy.

Sends the Carpet

With the Hollywood studios sending off the bulk of would-be visitors, there are some who mustered, and given the works. Bob Taplinger, of Warner publicity, has devised a novel invitation to be sent these essential visiting friends.

It is a letter-size card pasted to a length of red carpet (real) the face of the card printed with a greeting which starts off: "We roll out the red carpet for you and bid you welcome to the Warner Brothers Embassy." Please call upon us, as we are very anxious to play a prominent part in making your visit to Hollywood most pleasant and successful. After the water of red tape the out-of-towner encounters, he probably finds the red carpet doubly welcome.

It's an idea that can be adapted for exploitation if it is possible to pick up some remnants of carpet cheaply.

Three from N. H.

New Haven. Lew Schaefer landed the town's top bally honors this week with a Hollywood premiere for opening night of "The Sign of the Cross." An innovation here for a stage presentation and it drew a mob of gawkers. Troupe arrived at theatre in motors, gave a sidewalk show and chattered individually with WBRY. Got the week off to swell publicity.

Jack Foxe pulled a bit of quick thinking for a gag on "Double Wedding" at Poli's. Spying an out-of-state trailer in a nearby parking lot, Foxe made a deal with the owner, who spent three days parading the town with a banner reading "See life in a trailer with Powell and Loy in 'Double Wedding' at Poli's."

Ben Cohen created a stir at an Arena hockey sellout by slipping heralds into regular programs. Sheets were a twin with "Game That Kills," hockey pic playing the College and carried copy about "See a real hockey grudge battle."

Looking Ahead

Looking ahead to tougher times, the M. & P. theatre in Boston, has issued an economy manual to all member houses, suggesting the advantage of putting into practice saving devices. Some of the suggestions sound slightly foolish, as the offering of a prize to the usher who keeps his collar clean the longest and thus helps keep down the laundry bills, but most of the stuff is soundly good.

Most of the stuff was developed during the '29 smash, but the ideas are just as valuable, and just as important today. "One does not have to be a member, but it is best to conduct an economy drive. It can—and should—be made a solo effort."

M. & P. is first over the line, but the others will be swinging into line presently.

CONDUCTOR VIOLINIST

2nd Year—Shan's Buffalo



"Arno is an excellent showman and a very intelligent musician. His direction is always characterized by showmanship."—Buffalo Courier-Express

TAYLOR TOPPER IN METRO'S BOER OPUS

Hollywood, Nov. 23. Metro plans to star Robert Taylor in "They Seek a Country," Francis Brett Young's novel of the Boer settlement of the Transvaal. Hunt Stromberg to produce, Jack Conway directing.

Script now being prepared by Noel Langley, cameras skedded to roll soon after first of the year.

Silk Stocking Interest In News Booms Luxurs

Class trade is proving a dick with newsreel-shorts, theatres appealing to Fifth Avenue, Westchester and ritzy estate audiences. While turnover outstanding shows may not equal other houses going in for biz on mass scale, both the Madison Ave. Trans-Luxer and Grand-Conti short feature theatre have steady patronage and regular clientele.

Madison house, which grabs the carriage trade, is currently reported to be doing between \$2,000 to \$3,000 net profit monthly. It gets the same type of audience that seemingly does not object to paying \$1 top for a single feature at the nearby Plaza.

While a certain portion of its trade is bound to come from transient public because located in a railroad station, it obtains a full share of class biz from smart Westchester commuters who pass the 300-seater on their way to and from trains. Net profit per week is reported to be running on an average of \$1,700 to \$2,000. House represents an investment of around \$80,000 special acoustical and mechanical equipment being required because of vibration in location.

Popularly of newsreelers in silk stocking districts is because class trade goes more for world events than others, according to recent check.

Vassar's Juliet Cinema

The Juliet, adjoining Vassar college near Poughkeepsie, N. Y., first theatre to be built in the whole Hudson valley in seven years, is slated to open Dec. 1, with house dedicated by the president of Vassar.

George Walsh, who will operate for Paramount, and George Kavanaugh, his aide de camp, were in New York Monday (22) setting details on the opening. If unable to rush the opening by Dec. 1, Walsh may postpone until after the Christmas holidays, since Vassar will be empty over those two weeks.

Theatre Changes

Buffalo. Dewey Michaels, operator of the Palace (burlesque), to construct a new picture theatre in the North Park section, to be started before Jan. 1. House will seat 1,000.

San Antonio. Strand, Bastrop, Tex., has been sold to Jack Wright of this city by M. S. Mozaola of Smithville.

Freer, Tex., was fined \$250 in Houston recently when he ran afoul of the copyright act.

Allice, Tex., ex-showman of Allice, Tex., at the Hall Industries, had pleaded guilty of embezzlement and theft, before Dist. Judge L. Booter. Was sentenced to two years in the pen.

Salt Lake City. Charles M. Pincus, manager of the Capitol theatre here, replaced Hold-Swiger, resigned at the Utah theatre. Pincus will take over managerial reins of town's newest house, Centre, latter part of December. John Krier moves in Pincus' post at Capitol.

Oklahoma City. Changes in Griffith circuit announced by home office this week include Paul Cornwell from Orpheum at Okmulgee to Melba at Guthrie; James O'Donnell from Melba to Rivoli at Blackwell; Fred Brewer from Rivoli to Tall Chief; Fairfax and Thurston Homan from Tall Chief to Aztec, Enid. Homan takes place of Clyde Young recently named manager of Greer at Mangum.

Troy, N. Y. Testimonial dinner given at the Club Morocco to Leo Rosen on the fifth anniversary of his managership of WB Theatre. The brought out a crowd of film men.

Bingo Drops B.O.'s

(Continued from page 7)

rated with P.A. systems. At the American Legion, pioneer game here, the crowd which was easily seated on one floor last season has swelled to fill three floors to overflowing. The Moose is using two floors and other games are showing weekly gains.

Legion operators announced this week that 50 turkeys will be the awards on specials in a pre-Thanksgiving game with provisions for another 50 birds the following night if the demand warrants. Birds will all be prizes in "specials" run off at a premium after regular 20 games included in two-bit admish are run off.

Several games here last year, including the two majors, were operated by outside promoters. Bingo languished however, due to the fact that the boys cut too deep and dished out too little on the prize side. This year, with the tricks of the art memorized, the pros were advised that their services were not required, and the boys are running the games themselves. Half of the promoters but is being kicked into the prize pot each week, accounting for the handsome giveaways.

Smaller suburban and second run houses are feeling the pressure of this competition most keenly. The Marietta theatre, Marietta, goes into nightly bingo this week with the games being run off between shows. Theatre in New Holland has started bank night and gets credit for being the first house in this section to use this form of promotion. First run, all houses in the city claim they have not suffered seriously to date but credit the fact to good product. Any weakness in pictures, they say, may show them into giveaways.

Bingo K.O'd in Cleveland

Cleveland, Nov. 23. Every bingo case here took a bit between the eyes when Julius Goldstein and David Speisk, owners of the Tri-Dor, lost their test-case in an effort to break policy ban on the indoor sport. Jury ruled they were guilty of operating a gambling game, but their attorney is asking for a new trial.

If appeal is turned down, it will spell curtains for about 475 bingo parlors with suspended activities when Safety Director Elliot Ness is ordered to edit against them. Police official began crusade after hearing that racketeers were cutting in, demanding a commission from operators as protection fees.

Corn-board promoters who own several spots are desperately pulling every wire to get game legalized. A councilman slyly attempted to slip through an ordinance favoring it but the hot-potato was sidetracked.

Nebraska Nixes Games

Lincoln, Nov. 23. Less than a month after bank night was booted from Nebraska by the supreme court Attorney General Hunter this week placed a lottery ruling clamp on operation of bingo a screeno games. Last action is of greater breadth than bank night, since it was frequently used by churches and clubs in fund raising activities, as well as in theatres. That the state intends to abide by the court's lottery decision was made impressive this week, when the Holdrege, Neb., Sun theatre announced intention of giving away some diamond ring prizes, and was met with a closing threat on lottery grounds by County Attorney Aten.

Theatre Raided for Banko

Newark, O., Nov. 23. Frank King, manager, and Joseph Hockenberry, asst. manager of the Midland theatre, are at liberty on \$100 bonds, charged with operating banko. House was raided by police carrying out Common Pleas Judge Frank E. Slabaugh's then "Gambles" order. Equipment used in connection with the alleged banko was confiscated. Police said the theatre was to give away \$550 in prizes in the first announced night since July.

Judge Slabaugh, last July, ordered bans on slot machines, pinball machines, bingo, bank night, etc.

Philadelphia, Nov. 23. Speedy action by United Motion Picture Theatre Owners' arbitration board eliminated start of a game and giveaway war among South Philly exhibs last week.

Territory at southern end of city is entirely free of either bingo or dishes. Then, suddenly, three exhibs

Thalberg Estate Cut by Taxes To Net of \$2,244,000; Shrewd Investor

Hollywood, Nov. 23.

Executors' report of the appraised value of the Irving G. Thalberg estate, placed the gross value at \$4,649,013, which was subject to tax in half to a net of \$2,244,000 by Federal and state tax deductions, legal and probate expenses, and specific bequests.

Residuary estate is bequeathed to Norma Shearer Thalberg and the two Thalberg children in three equal trusts. Children are to receive the principal of their inheritance when they reach the age of 35.

Breakdown of the Thalberg holdings shed interesting light on his policy as an investor. Producer left details of these affairs to advisors who he paid for services and then heeded the admonitions they gave him. Result was that his estate re-created no "dead cats" but was composed solely of 100% gilt-edged securities mostly of stocks and bonds on the big blue chip variety.

No Pix Stock But Loew

He possessed no picture stocks with the exception of blocks of Loew common and Loew bonds, and his personally-owned, one-third share of a working stock participation in Loew's, Inc. with J. Robert Rubin and Louis B. Mayer, appraised at \$1,100,000. Portfolio showed great diversification of holdings, the Thalberg certificates being apportioned among quite a number of standard rails, utilities and industrials, all carefully chosen and bought outright for investment.

Real estate, including residences and equities, totaled \$300,000. Bonds including a block of Loew's worth \$100,000, were worth \$150,000.

Although at the time of his death estimates of the Thalberg wealth ran as high as \$12,000,000, Attorney Karl R. Levy, of Loeb, Walker and Loeb, who looked after Thalberg's affairs, explained the unexpected low figure this way:

"It must be remembered that although Mr. Thalberg earned a very large income, he was a young man when he died, only 37, and during

several years that he was in the top income bracket the Government was taking a very large share it for income tax."

Out of the residuary estate, \$166,000 cash was subtracted to pay bequests to William and Henrietta Thalberg, decedent's parents, and Mrs. Lawrence Weingarten, his sister, besides a number of other relatives including uncles and aunts. Thalberg had set up trust funds for the benefit of his parents and sister amounting to \$200,000.

His executors are Loeb, Walker & Loeb, Norma Shearer Thalberg and the Bank of America.

TALISMAN GETS STUDIO BACK FROM H'WOOD PIX

Hollywood, Nov. 23.

Talisman Pictures regained possession of its Sunset boulevard rental plant from Hollywood Studios, Inc., Monday on Federal Court order. Hollywood Studios' lease was held forfeited when the outfit failed to kick in with \$3,000 rental for November.

John Meehan, Talisman general manager, to operate studio.

Swing Your Partners

Hollywood, Nov. 23. Republic rolled its new Gene Autry western, "The Old Barn Dance," on location at Lone Pine Sunday (21) with Joe Kane directing.

Bulber for Life magazine accompanied the troupe to location to do a two-page spread featuring Autry.

CAUGHT UP WITH

Hollywood, Nov. 23. Seton I. Miller has been handed the script of "You Can't Escape Forever," based on Thyra Stabel's Cosmopolitan mag story, for Warners. Miller recently completed scribbling "The Valley of the Giants," Peter E. Kyne novel.

New York Theatres

There's a Better Show at the **ROXY THEATRES**

CAPITOL 4th St. N.W.

Today—**"LIVE, LOVE AND LEARN"**—Beginning Thursday—**"The Sign of the Cross"** For the first time at popular prices, **JEANETTE MACDONALD** in "THE FILLY" with Allan Jones • Warren William

LOOP STATE 14th St. N.W.

Today—**"HIGH, WIDE AND HANDSOME"**—Starting Thursday—**"The Sign of the Cross"** On screen in "DOUBLE WEDDING" with Allan Jones • AT Tenby

THE SAMUEL GOLDWYN Presents

HURRICANE

ASTOR 34th St. N.W.

Today—**"The Sign of the Cross"**—Starting Thursday—**"The Sign of the Cross"** On screen in "DOUBLE WEDDING" with Allan Jones • AT Tenby

POPULAR PRICES

Mr. PAUL MUNI

ZOLA

8th St. N.W.

Strand 14th St. N.W.

PARAMOUNT 14th St. N.W.

HELD OVER

"EBB TIDE"

Oscar Homolka
Frances Farmer
Ray Milland

HUNNY BERIGAN
AND BAND

7th Av. & 50th St.

ROXY

"Merry-Go-Round of 1938"

On the Stage—**Cookie Bowers**
Yola's Variety
Paul Gordon

RADIO CITY

MUSIC HALL

"NOTHING SACRED"

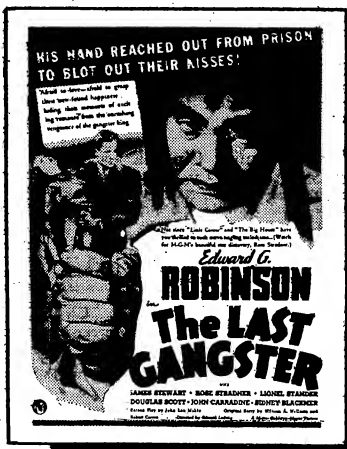
With **CAROLE LOMBARD** and **FREDRIC MARCH**

Spectacular Stage Productions

"Hello M-G-M
I've heard about the
great openings on
'Last Gangster.' I'm
re-arranging my bookings
and will give you the best
playing time at my command!"



THE LAST GANGSTER



Thrilling
punch-ful
national
ads sell
tickers!

Act Fast and Enjoy Business Like This!

CHICAGO

\$1000 better than best previous M-G-M!

SCRANTON

\$2270 better than theatre's previous high grosser!

HARRISBURG

and

NEW ORLEANS

Tops lovely 'Libeled Lady' and M-G-M's liveliest tulus!

PITTSFIELD

Beats magic 'Maytime', 'After Thin Man' and other honeys!

DES MOINES

Socks 'Saratoga', 'Libeled Lady' and biggest B. O. bombshells!

EASTON

Another new high! Beats 'Maytime' by \$900; 'Good Earth' and 'Captains Courageous' by \$1000 each!

PROVIDENCE

Sweet opening looks like terrific week!

ALLENTOWN

Doing 'Maytime' business. Beats big 'Captains Courageous', 'Good Earth' and other Biggies!

WILLIAMSPORT

Opening biz beats great 'Firefly' gross of Armistice holiday!



10 OUT OF FIRST 10 ARE GREAT!
(Don't You Miss The Boat!)

AUDITION 2,112; SIGN 7

WMCA Will Tux Its Spielers

Along with the proposal WMCA, N.Y., to smarten up when moving into its new studios in January, comes the notification to announcers to get their dinner jackets out. Station wishes the mikemen to be attired formally when working before studio audiences on night-time programs. Receptionist will be evening-gowned after dark, too.

WMCA wants to lose some of its 'Broadway' aura when going into its new layout, and new sustaining features being added to the log have noticeably a bit more intellectual appeal than formerly.

Bing Crosby-Tom Rockwell Part; End Long Personal-Biz Relationship

Bing Crosby and Rockwell-O'Keefe, Inc., have severed business relations and a series of suits and counter-suits are in the air. Rockwell-O'Keefe proposes to bring an action to recover \$33,000 in commissions from the singer, while the latter's brother, Everett, a Hollywood agent, is expected to retort with a number of money claims, running from split commissions to advances made jointly-managed artists. So far, because of its family ramifications, is without precedent in the radio business, and ends the close comradeship that has existed for eight years between Tom Rockwell and Bing Crosby.

Involved in the break is a third member of the Crosby family, Bob, who has been under the management of Rockwell-O'Keefe for almost three years. Bob has quit the latter office and gone with the Music Corp. of America. This move, charges Rockwell, is a violation of the five-year contract which his organization has with the Crosby band, a co-operative setup doing business as Bob Crosby-Gil Rodin, Inc. Rockwell states that the management contract with the latter outfit has four years to go and that his organization will likely bring a restraining and damage action against the younger Crosby.

Renewal Dispute

Rockwell claims that the \$33,000 is due from Bing on salaries he has received on his contract with Kraft-Phenix Corp. Crosby, according to Rockwell, decided to stop paying commissions after doing so for four seasons on the ground that the contract which Rockwell negotiated for him with J. Walter Thompson, agency on the Kraft account, ran out some time ago. Rockwell contends that Bing has been working under the terms of the original agreement and that if his commissions were valid after the first year they must be the same until an entirely new contract is written or a settlement is made.

Bing Crosby and Rockwell-O'Keefe have one remaining business association. They hold a joint stock interest in Select Music, Inc. R-O'K is also tied up in a lease with Crosby. The booking outfit is a tenant in a Hollywood building which the singer owns, with this obligation having two and a half years to go.

Ben Roche's New Show

Ben Roche is planning a news dramatization program along the pattern of 'The March of Time' for Mutual. Show will be offered for co-operative sponsorship along the lines of the current George Jessel Sunday program on MBS, which is bankrolled locally on 26 stations by as many individual sponsors.

Mutual has okayed the Roche project, and the network's sales staff will try to peddle the show.

EVOLUTION?

'Tastyest Jesters' Now to Be 'Mustard Melodiers'

Gulden Mustard goes on NBC-Blue commencing Jan. 4 with a series of Tues. and Thurs. 6:30-45 p.m. programs.

Talent will be the vocal trio, billed 'Mustard Melodiers.' Threesome formerly the 'Tastyest Jesters.'

MANY ARE HEARD, FEW ARE TAKEN

NBC and CBS Patiently Continue the Forlorn Sifting of Possibilities

ACTORS' VIEW

Networks continue patiently to hold auditions despite the wretched results of such tests of radio-unknown and unestablished talent. Latest figures from NBC and CBS reveal staggeringly adverse ratios between those who apply and those who get in.

Networks are at least trying, at least going through the motions of keeping the open door. That much even critics concede. Talent on its part is invariably marked in any and all branches of entertainment by an overwhelming percentage of the 'impossible' mixed in with the occasional 'maybe.'

Professionals from 'vaude, night clubs and other entertainment fields continue, however, to criticize the networks for inability to cooperate, collaborate or assist the admittedly promising professionals that come to radio. Webs have been charged with redtape, empty, spiritless listening without showmanship, ideas, alertness. A stock audition result is reported as something like this:

'Miss Jones, your audition was an immense success. Everybody is convinced you have a great deal to offer radio. We like your voice; your personality,

Nazi Discs Frankly Discussed By Cleveland Clergyman to Reporter

everything you did. There is an urgent need for experienced performers of your kind. Now if you can only bring us 26 completed scripts in which we could place you we would be glad to handle you.'

What the vaudevillians say in reply to this sort of statement is: 'We're individual performers. The networks with hundreds of thousands of dollars to spend on programs tell us that ability, personality, style, experience are no good without material. Yet they do not or cannot supply material with all their writers and money. They expect us to do everything, gamble our money and our time. It doesn't make sense.'

As the auditions continue wearily year after year they merely underscore a fact that has become increasingly pronounced each year since 1932—namely the networks do not control commercial programs and the whole rigamarole of auditioning is basically a forlorn hope with odds running 600/1 against getting a sustaining chance and higher for commercial probabilities.

Official Count

According to NBC Artists Service, in the last 12 months 1,833 unknowns have succeeded in getting auditions. Of that number only three have been taken under managerial wing of the Service.

Percentage is higher at Columbia Artists, Inc., where, out of 249 auditioned, four have been signed and given chances on CBS.

During the last year all others put under pacts at the two bureaus have been performers either established in radio or some other branch of show biz.

Cleveland, Nov. 23. Ernst Kotz, NBC short wave broadcaster, was revealed as the head of a Nazi radio propaganda machine in this country in an expose by William Leick of the Cleveland Press of the distribution of German-made transcriptions to American radio stations. Expose directly links Paul Joseph Goebbels, Nazi Minister of Propaganda, with the movement to flood the American airwaves with German enlightenment. Hitler discs are made in Berlin by the Telefunken Gesellschaft and shipped to New York for distribution through regional offices in Cleveland, Chicago, St. Louis and San Francisco, according to Reporter Leick's findings.

Rev. John Foisel, pastor of St. John Church in a quiet Cleveland residential section, was named as the Cleveland agent. He now directs the German Educational Service, as it is known. It was formerly handled here by Hans Von Richter, attache of the German Consulate.

Rev. Foisel has been successful in placing the Nazi records on the air over WJAY (now WCLE) in Cleveland, WCPO in Cincinnati and WHIP in Hammond, Ind. However, the recordings are no longer used by WCLE as the station's German hour has been shifted from Sunday to Friday and cut from an hour to 15 minutes. A vocalist and piano have been substituted for the records.

Records, supposedly fine musical programs, contained propaganda for the Nazi regime in brief announcements that intersperse the music. Samples of these Nazi flatterings used in the records are:

'We owe der fuhrer thanks for the beautiful automobile highways that now criss-cross Germany. He has personally supervised this great work.'

'A new spirit prevails in Germany, infused by der fuhrer, whose untiring efforts for a new and united Germany should inspire every German at home and abroad.'

'These highways represent the new spirit which permeates the Third Reich. Der fuhrer maps the course, we follow.'

The announcements are all in German. Nazi Agent Rev. Foisel also revealed in an interview with Leick that the German Educational Service plans to distribute motion pictures made in Berlin to clubs and private groups in the near future. He stated that the recordings, designed to further German kultur, were only offered such radio stations as displayed a friendly attitude to the Nazi regime.

DR. TOWNSEND RETURNS WITH NEW FORMULA

Dr. Townsend, who papad the 'Townsend Plan,' is back with another idea somewhat different which the aged medico and his followers are plugging via commercial time on the ozone.

New thought is officially termed the 'Townsend Recovery Plan.' Time is being bought on small midwest stations in rural areas. Quarter-hour discs of spiels by the doctor are being used for Sunday afternoon airings.

Burton-Keith agency, Chicago, is placing the biz.

FRANK SMITH MOVES

Into Gruen Watch Adv. Management Next Week

Cincinnati, Nov. 23.

Frank M. Smith, who resigned some weeks ago as commercial manager of WLW, Cincinnati, leaves ahead of schedule. Goes to the Gruen watch company here as advertising manager. Steps in as of Dec. 1.

No successor has been named at WLW. Bob Jennings meanwhile is keeping the machinery lubricated.

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VARIETY

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Luckies, Not Warners, to Dominate Dick Powell Show; No Film Execs Involved; McAvity's Setup

Warner Bros. Transamerican show for Lucky Strike may not make its debut until Dec. 8. NBC is having difficulty clearing the extra 15 minutes ordered by the cig account. For the Hit Parade Lucky has been using 45 minutes.

In the event the new show is put off for a week Dick Powell will go on the Hit Parade the week before (1) from the Coast to do a number or two and call attention to the succeeding program. New show will retain the 'Happy Days Are Here Again' theme and the tobacco auctioneer, while Lord & Thomas will have sole credit for the production, though Transamerican has Don Becker working on film tabloidizations.

No arrangements are being made for Jack Warner or any other studio official to appear on the opening stanza.

Hollywood, Nov. 23.
Tom McAvity of Lord & Thomas will oversee the Lucky Strike program with Paul Mumford as director and Frank Gill-Arch Oboler as the writing team. George Bilson will be liaison man with the Warner studio. Don Becker will confine self to making the dramatizations of the Warner film reviews.

WCAU TO HAVE N. Y. C. OFFICE?

Philadelphia, Nov. 23.
WCAU will probably open a New York sales office in the Columbia Broadcasting System building on Jan. 3. No one has been definitely selected yet to head it. Dr. Leon Levy, prez of the station, admitted he has been in New York considering opening such a branch.
Outlet is apparently taking a leaf from WFIL, which is reporting great success with newly opened headquarters in New York and Chicago. Dr. Levy said, however, he is expecting to go beyond what WFIL has done and make more than a sales office out of the New York branch. He said he will install direct phone line to Philly to make it cheaper for agencies to call the h. o. and vice versa and perhaps even for some broadcasting.

Options 'Nero Wolfe'

CBS has signed a 90-day option on the radio dramatization rights to the 'Nero Wolfe' detective stories series. Will audition for a prospective client, understood to be Atlantic Refining, a half-hour show for Saturday-night spotting.
Donald Peterson handles for author Rex Stout the air rights to 'Wolfe', with publishing house of Farrar & Rinehart also in for a cut. Terms called for if the option is picked up in event of CBS sale are \$550 for each week's script, which Peterson will supply.

LEE MORSE'S CHI SHOW

Wichita, Kans., Nov. 21.
Lee Morse and her husband, companion, Bob Downer (brother of Morion), current at Riverside Supper Club, go directly to Chicago end of December, where they have 26-week contract with NBC for program originating at Merchandise Mart, and sponsored by Glycerin Loan Association.
Now awaiting Sunday time spot on blue network.

Clarence Anders Retiring

Philadelphia, Nov. 23.
Two changes in staff of N. W. Ayer agency skidded. Clarence Anders, for many years in the New York headquarters of the firm, is resigning Dec. 11. He'll take a cruise around the world and then just continue to live on the fruits.
Arthur G. White has been named an exec in the Toronto office. He was formerly with McConnell, Baxter & Eastman agency, and before that manager for Liberty magazine in Montreal.

WBBM Finds Hillbilly Musicians, Who Can Read, Are Monopolized by WLS

Chicago, Nov. 23.

Considering that Pappy Cheshire session (Drug Trade Products) piped in from KMOX as its heaviest audience puller, WBBM, Columbia, key here, figures on going in heavily for hill-billy stuff beginning Jan. 1.

Date is thought to be most logical one, since it is the start-off for new Chicago Federation of Musicians contracts with stations, and calls for the number of staff musicians employed to be increased.

For some time WBBM has faced the problem of being unable to use its full-sized orchestra as effectively as it might were it not for a packed commercial schedule—one which calls for either organ or piano players only.

In the new move H. Leslie Atlas also intends to form smaller groups of instrumentalists, and stagger schedules throughout day and night, rather than have the one organization available only during specified hours.

Look-around for hill-billy musicians since decision was reached has revealed that all of standard-class were signed to WLS. Now, it is understood that instructions have been given for a talent scout to be appointed and sent to outlying territories and stations to look for fiddlers and harmonica players.

Getting hill-billy instrumentalists isn't so simple, however, because of union restrictions on new membership and musical ability. So reports have it that a number of long haired tooters have been asked to brush up on guitars between now and Jan. 1.

John Barrymore Show

Hollywood, Nov. 23.

Norge refrigerator is auditioning an airshow with Donald Novis, John Barrymore and Ray Noble orchestra.
Zella and Judy Canova spotted for comedy end.

Important to Stations

Musical Publishers in New York have expressed themselves as unfavorable to attempts of the performing artists to collect a separate license from music-users.

Situation, an outgrowth of the Fred Waring vs WDAS case in Pennsylvania, is of vital importance to radio station owners and managers who will find the full story in this week's music section of VARIETY.

NBC LEGAL BATTERY FORTIFIES CHICAGO

NBC has sent Joseph A. McDonald to its New York legal department to open up a law bureau in Chicago. McDonald has been with the N. Y. office for six years.

Other legal departments of NBC are already established in Washington and Los Angeles.

WLW LINE QUARTER HOURS

Libby-McNeill-Libby Set—Liberty Mag Provides Stories

Libby-McNeill-Libby goes on the WLW Line Jan. 3 with a dramatic strip. Schedule calls for three 15-minute periods a week.

Food packer and Liberty magazine have tied in on the series, with Libby getting the exclusive air rights to the publication's short story series and some of the whodunits. Mag will also supply a special merchandising campaign.

Program will be produced and time placed by Transamerican Broadcasting & Television Corp.

In the East NBC Has 'Directors,' But Out West They're 'Producers'

When is a director not a director? Not just a riddle, this is explained by the National Broadcasting Co. very simply. In New York or as far west as Chicago, the title for producer men is 'director.' On the west coast it's 'producer.' This isn't based on the proximity of west coast studios to Hollywood, but because out west the boys are more versatile. There the directors not only direct, but write and edit their own scripts, and produce them as well. When a western 'producer' comes east he probably is just another 'director.' What happens when an eastern 'director' goes west isn't exactly clear as yet.

There really isn't any confusion about this director-producer terminology, but it all grows out of the new titling given to NBC's production men. They're all directors now. Although nobody at NBC seems to care to admit it, the new titles are probably just a result of the similar switchover at Columbia, not long ago. This was issued through the office of Charles W. Fitch, head of the program department, who states that the styling up of these sustaining production lads is only a 'natural step toward adopting the recognized pattern of the theatre.'

At CBS there are also assistant directors and other classifications of legit and the film studios. None such at NBC, however. Neither does NBC pay much attention to lending its sustaining directors to advertising agencies, who usually supervise all production matters themselves.

31 on List

Of NBC's 31 directors some specialize in dramatic programs, some are strictly musical men, and others are classified as all-around. There are quite a few with legit backgrounds.

William S. Rainey, head of the department since 1929, is a former legit, and was associated with numerous stock companies and in operettas. He founded the Cherry Lane

Theatre in Greenwich Village and was associated with Eugene O'Neill. Charles Warburton was for many years leading actor and director at London's 'Old Vic.' Lester Vail played in both musical and straight legit productions on Broadway. Vail wrote fiction also, and also wrote some of the first radio sketches for WJZ.

James Church has taught dramatics at Northwestern University, and was formerly Charles Frohman's stage manager. Joseph Bell studied with Yvette Guilbert and did a turn in Hollywood. Carl Edwards was formerly with the Met Opera and Edwin Dunham was formerly a choir master. Harry MacFayden was an actor-director for David Belasco.

Madge Tucker is the only femme in the list, and directs juvenile programs and dramatics. Austen Croom-Johnson is the swing specialist. Thomas Hutchinson is television director. Carlo Edwards handles concert and operatic programs.

Those classified as all-around men are Paul Dumont, Edwin Dunham, Howard Nussbaum, Lester O'Keefe, Norman Sweetser and Edwin M. Whitney.

Strictly dramatic directors include Joseph Bell, Sherman MacGregor, Herbert Moss, Thomas Riley, Wilfred S. Roberts, Lester Vail, Charles Warburton, Albert Williams and Paul Wing.

Musical directors include Norman Dickson, Aldo Ghisalbini, Morris Hamilton, James Haupt, Herbert Liversidge, L. Roy Marshall, James Mahoney and Howard Wiley, latter handling mostly concert type programs.

Combo-dramatic and musical directors include James Church, Richard Leonard, symphonic and dramatic. Harry MacFayden and Edwin M. Whitney.

Bacher Quits; L. K. Sidney Takes Over

Metro-Maxwell Director Resigns After Third Program—New Personnel In

VINE STREET CROSSTALK

Hollywood, Nov. 23.

Don Cope back on the firing line for Benton & Bowles after being knocked kicking by overwork. He produces the Jack Haley show.

C. B. DeMille given plaque by 95th Aero Squadron after 'Gifford' corps watched his Lux show. He's a reserve flier.

Clark Gable guesting on Silver theatre Dec. 5.

William Forbes now contacting agencies and sponsors for Columbia.

Harry Sosnik doing the batoning on Olsen and Johnson oiler in addition to Tyrone Power soap.

Buddy Rogers took over 'Tune Twisters' on KJH when Benny Rubin begged off due to an overabundance of other work.

Bill Reubens legging it for Irv Parker's publicity pounders.

Glenn Litten bowed out as manager of KFSD in San Diego.

Don Searle, Topeka, Kan., station operator, glowing the scene.

Dave Brookman may take the baton from Felix Mills on Silver theatre when latter leaves to handle music on Pepsodent-Mickey Mouser.

Charles Vanda auditioned all day for mimics on his 'Listeners Digest' program over KNX. Ad in trade dailies brought them in droves.

Don Gilman one of a hundred cold victims.

Stoopnagle and Bud trained in for a flock of guest shots.

L. Ward Wheelock aired back to Philly after chinning with his Coast staff.

Edward Klaubner due out here next month for a squirt at the new studio under construction and a sesh with the Columbia execs.

Joe Penners celebrated 10 years of marriage.

Frank Black here for a few days.

Edward Everett Horton having an airshow framed around him.

Nemo Bonaldi, air tenor, passing a temporary lull by working with the NBC maintenance crew.

Herb Butterfield due in from the east to work on the Pepsodent-Mickey Mouser for Lord & Thomas.

Lum and Abner air three times a week instead of five after Nov. 29.

Tom Breneman having KNX production staff whip up a new show for him after Western Home does an en fold.

Loretta Lee warbling on Hollywood Hotel while Frances Langford personals in the east.

Tom Revere now totting around the title of vice-prez.

Bea Lillie will kick the gags around with Al Jolson and Parky Nov. 30.

Bill Conselman has high hopes of seeing his 'Ella Cinders' stripper on the air.

Gilbert Gibbons and Basil Loughran reunited on the Lord & Thomas production staff.

KID EDITOR

DENIED WJSV

Washington, Nov. 23.

All set to present nation's youngest news commentator, executives of WJSV, local CBS outlet, discovered they cannot put on contemplated program of Nickle Arundel, 10-year-old editor of a neighborhood paper and son of Russell M. Arundel, former secretary of ex-Senator Jesse H. Metcalf of Rhode Island. Statutes won't allow even prodigies of this age to work for remuneration with a specific exemption by school authorities, who are hard-boiled even about artistic performers such as Yehudi Menuhin.

Impressed with youthful scribe's audition, WJSV salesmen figured it would be a cinch to line up some breakfast food manufacturer as sponsor, cashing in on reams of newspaper publicity which 'Nickle's' New York receptionist, who has won considerable attention in editorial platform calling for giraffes for the National Zoo and longer recesses for school pupils.

Hollywood, Nov. 23

After three broadcasts of the Metro-Maxwell House program Bill Bacher resigned last Friday not only from the radio duty but from a contract that promised eventually to make him a film director. He decried what he called 'too many conflicting elements that made impossible a successful production along the lines I had laid out.'

Bacher named Louis K. Sidney as the executive with whom he could not see eye to eye. Sidney, managing director of WHN, New York City, and an executive of Loew theatres has been here acting as liaison between Metro and Bacher. Sidney and the William Morris agency were the original proposers of the studio program idea to which Bacher was added from the Hollywood end with the heating up of the General Foods account, following incomplete negotiations with others.

When informed that reports in New York radio circles mentioned lack of cooperation between the various associate, odorous on the Metro lot as a contributing factor in the Metro-Maxwell situation, Louis K. Sidney in Hollywood stated he was 'really surprised at such rumors' and added that he had found 'complete and enthusiastic cooperation from all concerned.'

Sidney deprecated anything personal between himself and Bacher, explaining that it was purely a business difference of policy views. S.C. ney states his feelings for Bacher are entirely cordial.

That Sidney and Bacher had different conceptions of the program was known generally to trade insiders. Question of authority evidently involved with Sidney ultimately the winner since Bacher quit.

Bacher meanwhile has retired to his Beverly Hills home for a few weeks to regain his composure.

Metro studio has taken on George Jessel, who will function in an advisory capacity on production of Maxwell House program. He will assist Sidney, Gardner and Sam Moore. Mort Harris comes on from New York, where he has been program director at WHN, to take charge of writers on the java broadcast.

Harry Kronman, with Bacher for several years as head scripter, followed his boss off the lot. Understood that studio writers will be available to Harris for scrivining chores on the airshow.

Two New Studio Shows Reported Framing for Sale

Hollywood, Nov. 23.

Two new studio shows are trying to make the trade rounds but official denials have drowned out the rumors. Louis K. Sidney quickly stepped on a report that he is shopping around for a producer to handle a half-hour program from the Metro lot. A package show on the Hal Roach lot is being offered around by an agency but studio execs say it isn't so.

Second MG piece would be separate and apart from the Maxwell House java deal and agencies are understood to have been approached on their interest in such a setup. Entire resources and talent are said to be included in the Roach deal.

Faulkner Beating East

J. Walter Thompson staff members on the Rudy Vallee program are returning to New York next week with the return of the show to the east. George Faulkner, who writes the script, is on his way by boat. Tony Stanford, who places the talent, arrives by train next Monday (29).

Benay Venuta Returns

Benay Venuta returns to the air Nov. 29 in a weekly 9:30 to 10 p.m. spot as a Mutual sustainer. Miss Venuta recently returned to N. Y. after a three-month vacation on the Society Islands in the South Pacific.

Public's Misunderstanding Ability

On his variety show Thurs. (18) for Royal Gelatine, Rudy Vallee went to express pains to explain to the listeners that the act, Tommy Riggs and 'Betty Lou,' was really a single, with Riggs doing two-talk. Turn has been on the program for several months, and Vallee has repeatedly made the singleton status of Riggs clear. From listener comment and letters, however, it was thought necessary to again reiterate.

Chase & Sanborn Sunday variety program last summer made special efforts to explain to the public that Edgar Bergen mouthed Charlie McCarthy's lines also. Lots of listeners were complaining that they did not approve of the fresh sayings 'so young a boy as Charlie' was directing at femme guests on the program.

Radio Sales, Inc., and WBBM Staff Made One; More Open Attitude On Talent an Auxiliary Result

Chicago, Nov. 23.

Consolidation of Chicago staff of Radio Sales, Inc., and WBBM sales force took place yesterday (Mon.), in an efficiency move worked out by J. Leslie Atlas, Columbia vice-president, and J. Kelly Smith, general sales manager for Radio Sales. New policy also brings press departments of WBBM and midwestern CBS closer together.

Combining of the two sales forces gives J. Kelly Smith the reins for both, and puts Harry Mason Smith, WBBM sales manager in place of his assistant, along with Paul S. Wilson, lately appointed sales manager for Chicago Radio Sales office.

In making the move, Atlas and Smith figured that a sales force of 10, covering ad accounts and accounts for both WBBM, and representing nine other CBS stations plus the CBS Pacific Coast and New England regionals, at the same time could do a better job than having one set to represent WBBM, alone, and another group. New set-up gives each man a smaller set of agencies and accounts to his list, which is hoped will work for better efficiency.

Also, the psychology of each salesman being a bigger man in representing the two regionals, WBBM, WABC, KMOX, WCCO, WEEL, WBT, WAPE, WWSV, WKRC and KNX as against his selling merely for WBBM was a motivating force in bringing about the new deal.

Understood that there are to be no let-outs nor changes in salary scales with the new current set-up.

Considerable dissatisfaction among WBBM salesmen some months ago with a switch from percentage deal to straight salary, plus talent commissions, is thought to have been the reason for consolidation, and was further developed by success of men Smith has appointed to key positions in CBS-owned stations.

Auditions Again

Along with the consolidation order, Atlas made a switch in policy concerning auditions. Station has had a closed-door policy for all auditions except policy-musts for several years. Atlas order gives all comers with a professional background the right to be heard.

Reason for this is that since salesmen have been taken out of percentage, and put on salary, plus talent sales percentages, they're more interested in selling programs than formerly, when conditions made it more important for them to ladle out large chunks of time regardless of whether it was filled with transcription music or high-priced talent.

Former lack of interest in programs has status in position where it needs something to sell, and they're willing to hear it, provided a professional background can be proved.

For past couple years press departments of WBBM and CBS have had distinct offices and lines of separation. Consolidation of sales departments puts their offices on same side of fence physically, and may bring about a similar thing otherwise. This is a complete reversal of last week's situation, when Robert Marard was taken from his spot as go-between for the two departments, and given to WBBM exclusively. At that time it was considered as the final and complete station network separation.

G. B. McDermott's Post

Chicago, Nov. 23.

G. B. McDermott will head press department of Kirtland-Engel agency for office.

WLW's Cuban Broadcasts; Bernarr Macfadden Host To Radio Party Addicts

Cincinnati, Nov. 23.

During the International Radio Club's annual convention in Havana, Dec. 8 to 11, WLW will rebroadcast four special programs, one of them an interview with President Laredo Bru of the Republic of Cuba by Joseph Ries, educational director of Crosley's super station. Heard on separate nights from 11:15 to 11:30, the programs will include a man-of-the-street stanza in front of the Sarasota hotel, with music by the Estuense all-girl orchestra; dance music from the Vedado Tennis club. The programs will be carried by a Cuban network.

More than 100 members from the States, Canada, Mexico and South America are expected to attend the IRC powwow. Bernarr Macfadden will be host to many of them for three days at his estate in Miami, prior to their sailing for Havana.

ELMER DRESSMANS TO HONEYMOON IN CUBA

Cincinnati, Nov. 23.

Elmer Dressman, publicity director of WCKY, Cincinnati, is now in Miami. Scheduled to wed Miss Sidney Christie of that city this Saturday.

They'll honeymoon in Havana, where the future Mrs. Dressman will learn about broadcasters from the annual International Radio Party which convenes next week.

Bright Ideas Draw Cash

St. Louis, Nov. 23.

A weekly cash prize of \$15 a la L. B. Wilson is the bait hung out by Woody Klose, program director of WTMV for the best idea for new programs, aid to sponsors, explanation, etc., submitted by the station's personnel. In announcing the plan Klose told the station's employees that no one person had all the ideas necessary to keep WTMV up with its competitors and asked all ideas be written. Klose and William H. West, general manager of the station will be the judges of the ideas. In case of tie equal prizes will be awarded. There will be no appeal from the decision of the judges.

L. B. Wilson, of WCKY, Cincy, has long been a conspicuous advocate of bonus payments for bright suggestions.

WLS Drops Promotion Dept

Chicago, Nov. 23.

Promotion department of WLS here is being disbanded with the various duties of the department being reshuffled. Department, which has been headed by Bob Kaufman, had handled promotion for both the station and the Prairie Farmer magazine. Under Kaufman it was the first time that the promotion department had been brought to an executive position in the operation of either the station or the magazine. Kaufman has been offered another post in the WLS set-up but it is understood that Kaufman is not particularly interested in the new position.

VAUDEVILLE BOOKERS SEE ONLY 10 B. O. RADIO ACTS IN CHICAGO; LIST RAPPED

THE GOLD CURE

John Nesbitt Recovers from His Hollywood Nausea

San Francisco, Nov. 23.

Release of John Nesbitt, 'Passing Parade' commentator, from his contractual obligations to the Duart Sales Co., Ltd., to whom he has been under exclusive contract for three years, has been okayed. Nesbitt, who goes to Metro-Goldwyn-Mayer in Hollywood in January under a contract to direct film shorts, sought his release when Nesbitt decided to quit radio after his Dec. 5 broadcast.

Commentator, who has expressed his aversion to the film city in the past, has admitted that Hollywood 'sooths that wounded feeling with 24-karat gold and you decided that you like palm trees and stucco cottages after all.' Nesbitt has permission to do two broadcasts a week under his M-G-M contract, and wants to do them from San Francisco, spending four days a week in Hollywood and three here, where he has just built a new home.

SESAC WAXING OUTSIDE MPPA LICENSES

Harry Fox, gen. mgr. of the Music Publishers Protective Association, has notified the European Society of State Authors and Composers that his office will not undertake to issue synchronization or transcription licenses for works in the latter organization's catalog. To do this Fox would also have to administer performing rights, and, as his letter to SESAC explained, it was a service that he preferred to pass up.

Fox had stipulated that every mechanical license issued for a SESAC copyright would have to be accompanied by a performing right, but on further analysis of the situation he concluded that his office would exceed its original function, the administration solely of mechanical rights, and perhaps find itself beset by numerous difficulties.

Meet Fred Fielding

Fred Pfugfelder, radio head of N. W. Ayer, now answers to the moniker of Fred Fielding.

Right name considered a bit unwieldy by the owner, especially for phone work.

Free Space for Radio Curtailed As Publishers Blame Paper Cost

In the last month most of the newspapers around the country which devote enough space to radio to even receive consideration have curtailed the columns. Program listings remain intact, but the column lengths and art spreads have been narrowed.

Advanced reason, and one accepted generally, is the plaint of the publishers that increased cost of newsprint has forced them to forego something—and, of course, the pubs weren't too fearful to swing the scythe on the radio space.

One big newspaper chain which hasn't turned stingy on radio is Scripps-Howard. Almost all the Hearst raps have clipped, exceptions being those in the chain which are published in New York, Boston, and on the Coast. Even the Herald-Examiner in Chicago has drawn within itself some.

Other key town papers of size and bracing which have reduced on radio include the Globe, Herald and Transcript in Boston; Detroit Times, Indianapolis Star, Washington Post. In New York, the News, the Post, and the Brooklyn Eagle.

Omit Hillbillies and Dance Bands—Town Has Few Dependable Attractions at Present for Theatrical Appearances

Flash!

E. P. H. James, NBC manager of sales promotion and advertising, did a two-night stand in the play, 'Captain Applejack,' at the Bronxville, N. Y. Women's Club.

Audience and actor recovered.

WABC Waxed Air Show Piped from Washington; Wasey Products Sponsors

First commercial under CBS' new departure in letting WABC, New York, carry transmissions in the early a.m. hours before 9 will commence next Tuesday (30). Wasey Products will plug four of its preparations (Barbasol, Zemo, Musterole, Kreml) with a Tuesday-through-Thursday series 8-8:15 a.m.

Talent will be Arthur Godfrey, who will be piped up from WJVS, CBS-owned Washington, D. C., station. Godfrey, the Capital's best known mickman, will spin platters and plaver in the manner he has been doing through early morning hours on WJSV for years.

BEN BERNIE-SPONSOR DISCUSSING TERMS

Ben Bernie and U. S. Tire are in the throes of a contract battle. Tire company has offered \$3,000 a week for 13 weeks and options. Bernie is insisting upon a guarantee of 26 weeks.

If the two get together, the program will go on CBS Wednesday nights opposite the second half of the Fred Allen-Bristol-Myers show.

Ed Petry Reconnoiters

Chicago, Nov. 23.

Ed Petry was in town early last week for several hours of conferencing with Ed Vovnoy, chief of the Midwest division.

Then hopped aboard airliner for the Coast, continuing his general survey of the stations on the Petry list. Understood to be talking rates and standardization of contracts.

KIRK QUILTS R&R FOR H'WOOD AGENCY BERTH

Hollywood, Nov. 23.

Relinquishing his post as vice-president in charge of radio for Ruthrauff & Ryan agency, Myron Kirk joins Famous Artists first of the year to handle outfit's clients for radio. Famous is an amalgamation of Edington & Vincent and Feldman & Blum, pic talent percent-er. Departure of Kirk from the firm is expected to move Tiny Ruffner into the top radio pot.

Kirk's first aide in the New York office, Heagen Bayless, joins his boss on the move. Amory Eckley, a former Ruthrauff & Ryanite, is also radio contact for the Famous group.

N. W. Ayer has landed Colgate-Palmolive-Peet accounts for Halo (shampoo) and Vel (washing soap). Campaigns, as now lined up, figure on using newspapers basically, with radio perhaps getting its share later.

Chicago, Nov. 23.

Survey of station and network talent lists made by vaudeville and club agents rates only 10 acts among Chicago radio talent as box office draws, excluding those doing hillbilly stuff. Of these 10, NBC owns seven, WBBM-CBS two, and WGN one. Survey did not include commentators, sports announcers, who might be b.o., but lacking in anything tangible for entertainment offerings.

Reason advanced by radio men when confronted by smallness of figure was that Chicago radio specializes largely in the production of individual programs, rather than the building of individual names. Claimed that the agents who made up the lists would never have done so had they had an understanding of radio here. Chicago radio is essentially the production of across-the-board shows, where dramatic actors only are used, and in most cases are anonymous, which prevents anything in the way of name act building.

Pointed out also that there are only three locally originating big shows which would be capable of building names. Of these, 'First Nighter' and 'Grand Hotel,' are dramatic, which almost automatically bars their talent as usable for personal mickman, or transcription. The other show is Johnson's wax 'Fibber McGee and Molly,' the title role team which heads vaude agents b.o. acts list. Other big shows, produced here, such as 'Zenith Foundation,' are anonymous as to performers appearing.

To back up their claims radio men pointed out that NBC is the only outlet having a working artists' bureau; neither Columbia nor WGN showing any activity in bookings. In defense of whether or not Chicago originating programs could build names, Don Ameche, and Fibber McGee and Molly were pointed out, along with those names developed by WGN and WLS.

Air executives were particularly critical in their attitude toward exclusion of bands and hillbilly talent from agent's list. Admitting that bands developed were not staff, record of WGN in the build-up of dance outfits is still pertinent. Class A time is devoted by WGN to remote bands.

Most fire was drawn by the ignoring of hillbilly turns. Radio men claimed that if such turns had been included, the WLS lists alone would have tripled the number of b.o. acts, and the WLS star performers would have matched annual incomes with any other radio names the vaude agents wanted to put up. Figures laid out showing house and gross records broken any number of times in many spots by WLS units and acts, were used to prove the contention, and also to advance the theory that hillbilly talent was the biggest possible draw for spots getting a Midwest audience.

List made up by agents, and tossed in 'washed' by radio men, included among 10 b.o. Chicago radio names for midwest dates: Ranch Boys, Sylvia Clark, Vivian Della Chiesa, Cleo Brown, Noble Cain's Choir, Malcolm Claire, Jack Fulton, Eddie and Fannie Cavanaugh, Fibber McGee and Molly, and Don McNeil's Jamboree unit.

Lesser lists, classifying as non-box office except for certain spots, but good acts, included Happy Jack Turner, Manuel and Williamson, Whitney Ensemble, Escorts and Betty, Vagabonds, Lucky Trio, Hollywood Hi-Hatters, Betty Bennett and Joe Wolverton, Gale Page, Joe Kelly, Ennio Bolgoini, Eddie House and Jack Brooks, and Arthur Sears.

Hughes Pushing Cosmetic

Chicago, Nov. 23.

Charlie Hughes trying again on his 42nd Street cosmetic line, this time, with 15-minute once-a-week musical recordings period on WJJD. Last year used 30-minute weekly WGN-Mutual dramatic show, and later spotted 'Grand Central Station' dramatic series, but has been out of picture for several months.

Anonymous Wire to Trade Papers Denounced by A.F.M. President

Joe Weber, American Federation of Musicians prez, declared yesterday (Tuesday) that he was advising his local-unions to instruct its members not to accept any recording engagements as of Dec. 1 or thereafter until the Federation had issued its list of licensees. At the request of the transcription manufacturers Weber has reopened the licensing proposition the Federation had set for them, but it still figures on making Dec. 1 the deadline for the entire recording field.

Weber termed as 'cowardly' a telegram sent out of Philadelphia Monday (21) to trade papers urging them to publicize certain clauses of the AFM's proposed contract for radio stations which, the wire claimed, were in direct violation of what the convention of Independent Radio Network Affiliates authorized. The wire was signed 'Philadelphia Broadcasters'. Weber said that whoever was responsible for the wire didn't show any forthrightness in his or their cause or they would have identified themselves personally with the protest. AFM prez added that the telegram struck him as odd in light of the fact that the contract had already been approved by WCAU, KVVU, WFL and some other independent whose call letters had been orally relayed to him by the IRNA's negotiating committee but that he could not at the moment recall.

Sections objected to in the telegram concern the employment only of members in good standing of locals affiliated with the AFM and the right of the AFM to cancel the Plan of Settlement in the event it fails to effect its primary purpose, an increased employment of staff musicians in the broadcasting industry.

AFRA NIXES FREE AIR SHOTS

Hollywood, Nov. 23. Order promulgated last week by the American Federation of Radio Artists forbids station screen players and radio performers to appear gratis on air shows. All persons working on other programs must carry AFRA cards under the arrangement for interchangeable cards adopted by the Associated Actors and Artists of America in New York recently.

Membership of Screen Actors Guild and Actors Equity Association also are to come under the free air performance ban. Large number of 'command performances' demanded from members of all three organizations has been a prolific source of squawks of late. Free stuff also is said to interfere with the earnings of players.

Kenneth Thomson, executive sec of SAG; Frank Gillmore, prez of Equity; Henry Jaffe and others worked out the policy of nixing free ether work. Strict enforcement of the ruling is to be insisted upon hereafter.

ANNOUNCERS GUILD CONVENTION DUE

American Guild of Radio Announcers and Producers will hold its board meeting next Saturday (27). Date will be set at this time for the convention which will probably be scheduled for next week.

Committee reports will be made at this convention describing what affiliation by AGRAP with either American Federation of Radio Artists or American Communications Assn. (CIO) would entail.

Don Quinn's Assistant

Chicago, Nov. 23. Paul Henning, with KMBC, Kansas City, for past several years as singer-doubler and pianist, switches to Neehdam, Louis & Bror, ad agency, Chicago.

Will be assistant to Don Quinn, scripter for Fibber McGee and Molly.

AFRA Vs. 802?

Possibility is seen of a jurisdictional scrap between AFRA and Local 802 (New York). AFM. Two are grimacing at each other currently over which shall represent solo instrumentalists in radio. Union claims that since the men are musicians they should come under 802, although few of them are reported members at the present time.

AFRA, on the other hand, takes the stand that the artists should be under its jurisdiction while in radio. Claimed that such artists are represented in concert by the American Guild of Musical Artists, and are therefore under the Four A's setup rather than AFM banner. No solution has been reached, but it is hinted that 802 may relinquish its claims in the matter.

Actors Union Marks Time To Codify

With the American Federation of Radio Artists execs and committees still tangled in a maze of figures and suggestions regarding the terms of basic contracts and minimum wages, the organization is making no further moves at the moment toward negotiating with the networks, ad agencies and talent bookers.

Various groups and committees are trying to unravel and codify the proposals, which have been sent in by locals all over the country. Meanwhile, Mrs. Emily Holt, executive secretary, and Henry Jaffe, attorney, are on the Coast, co-ordinating the situation there and huddling with Kenneth Thomson and Lawrence Beilenson regarding Associated Actors and Artists of America matters.

No decision has been reached by the AFRA-American Guild of Radio Announcers and Producers committee in the matter of amalgamation of the two groups. Unsettled report is to be made Dec. 1. AGRAP body is said to be also mulling a merge bid from the American Communications Assn., CIO affiliate.

Jurisdictional spat between AFRA and James C. Petrillo, Chi music union prez, regarding announcers and sound effects men in the Chicago area appears to have been settled, at least for the moment, although no announcement to that effect has been forthcoming. Fact that Petrillo has consented to have AFRA act as bargaining agent for the announcers and sound men at WFL, the AFL station in Chicago, indicates a bow-out by the music union official. Truce is reported to have been reached in a three-cornered confab between AFRA execs, Petrillo and WFL heads.

First issue of AFRA's mag will be out this week in the form of a little bulletin which reviews activities of the past few weeks. It will be mailed to members, probably at the end of this week.

There has been a request from WPA members for some leniency in the matter of initiation fee for the government broadcasters. Matter will be taken up at AFRA's next board meeting, which won't be until next week.

Izzard Writer on Air

Seattle, Nov. 23. Stepping out of character as continuity head of Izzard Company agency, Marjorie McPherson is now facing mike daily at KIRO for quarter hours with 'Morning Memoranda', her first appearance, for Binyon Optical Co. Miss McPherson's agency is handling.

In this 15 minutes the writer gives time signals, weather forecasts, birthday greetings and daily events of outstanding importance backed up by recorded fadeins musically. Continues her chore at Izzard's.

WCFL Signs with AFRA; Involves Spielers Only; Dramatic Actors Cutoff

Chicago, Nov. 23. Joint meeting of WCFL board and American Federation of Radio Artists local committee was held Friday (19), and station agreed to sign exclusive rights to AFRA as agents for collective bargaining of announcers. Meeting scheduled for tomorrow (Wednesday) is to see the actual signing.

At present time, no other AFRA classifications are employed by the labor station, there being no staff dramatic or vocal talent in the strictest sense of the word since none are actually on the payroll.

NEBRASKA IN INJUNCTION REPLY

Lincoln, Nov. 23. Less than a week after ASCAP gained its injunction against enforcement of the anti-ASCAP legislation on the Nebraska statute books, Attorney General Hunter filed objections, exceptions and a denial of the previous request for dismissal of the ASCAP-Gene Buck case against state officers to stymie enforcement.

Hunter tells the Federal court there is nothing in the Bill of complaint which indicates ASCAP has all the authority it claims, also denying the Nebraska law seeks to take away rights of copyright owners and the right to redress under the law. Hunter also says ASCAP attorneys have made no specific point to show the law is in violation of U. S. or Nebraska constitution.

Law was authored by Senator Frank Brady of Atkinson, Neb., a rancher. Passed the unicameral legislature unanimously and carrying an emergency clause was signed by Gov. Cochran, May 17, and became a law immediately. Whacks at all combinations of music publishers for the purpose of price-fixing, charging each violation eligible to \$5,000 fine.

When the injunction was granted, the three judges stated, 'there is grave doubt of the bill's constitutionality.'

UNION HIRING HALL FOR WFL PANELMEN

Philadelphia, Nov. 23. Agreement was reached Saturday between WFL and American Communications Association, CIO affiliate, on terms for station's engineers. Nothing lacks now but ink on the line to make it complete.

Contract is more or less a compromise, with the union accepting a cut in the pay scale it demanded, but getting all its other requests, including a strictly closed shop and hiring from a union hall. Three WFL engineers, who refused to sign up before, will have to join ACA now or quit.

Wage scale starts at \$43, instead of \$51 the union originally asked. It runs up to \$68. Men get credit for the time they worked on WFL and WLIT, which merged to become WFL, in figuring length of service. Contract also calls for 40-hour week, split in five eight-hour days; with time and a half overtime, and six weeks' sick leave with pay.

Agreement was made with Sam Rosenbaum, station prez, by Saul Waldbaum, ACA attorney; Eugene Dupree, organizer, and committee of the station's engineers, Edgar Darlington, Jack Shantz and John Cummings.

ACA intends to begin organization drive on WFL engineers this week. Station is only one in the city whose panelmen remain unattached.

Wons' Renewal Pay Tilt

Tony Wons has been renewed for another 13 weeks by his sponsor, Vick Chemical Co. Aired over CBS with organist Ann Lee, Mondays, Wednesdays, Fridays, at 10:30 a.m. More information from agency.

In return, renewed the poetry-purrer gets his stipend upped. Under renewal, terms, Wons reported getting \$750 weekly.

Here and There

Kitty O'Neill, wife of Bob Hafter WBBM, Chicago, production director, getting a screen test through Columbia Artists Service arranging.

Columbia Artists, Inc., has renewed pact with Buddy Clark and signed up for radio Nan Wynn, warbler, from vaude and niteries.

WOOD-WASH, Grand Rapids, added Edward Chase and Al Hendrix as spielers.

Pauline Fern, cowgirl chanteuse, formerly with KMMJ, Clay Center, Nebr., has joined KFEQ, St. Joe, Mo.

E. G. Burrows '38 and N. S. Paul '40 picked from 550 candidates as student commentators of Yale Daily News broadcasts on WICC for Lucky Strikes. Edwin C. Hill, Hoagie Carkey and Edgar Keppley were judges.

Rocky Clark back radio-editing Bridgeport Post after long ailing.

Walter H. Moore, until recently with NBC press, now p.a.'ing Northern Illinois College of Optometry.

Roger Williams, KYW tenor, Philly, suffered an attack of acute appendicitis 10 minutes before air time last Tuesday (21). He went on, nevertheless, and was rushed to the hospital immediately afterwards.

Earl J. Glade, Jr., continuity staffer at KSL, Salt Lake City, won \$50 in a nation-wide photography contest. Subject was his baby daughter.

Betty Philson, who aired for several years on the Uncle WIP Hour at WIP, Philly, working in a new field with Miriam Hopkins.

Col. B. J. Palmer of WHO, Des Moines, and Ralph Evans back from a fishing trip to Florida and Cuba. Col. Palmer caught a sailfish nearly eight feet long and will tell of his deep sea fishing experiences on his monthly program, Saturday.

Irwin Elliot, WMEX, Boston, Word-caster, has been dubbed in as a full-fledged spieler, replacing Winslow Porter, gone to Harvard.

John Kiley, a baritone, has been taken on as a WMEX, Boston, organist, to replace Roy Frazer.

Paul R. Reetz, former continuity and mikeman at WSUN, has joined WTMV, St. Louis. He is using knowledge of German language for new show station will produce in that tongue.

Continuity staff at WEF, St. Louis, has been augmented by George Sutherland, formerly with WISN, Milwaukee, and Bill McIntosh, BBC, London and KLZ, Denver.

Walter Casel, Dorothy Dreslin, John Herrick and Ross Graham tabbed by Chevrolet to warble on motor account's 'Musical Moments' disc series.

Three Marshalls, NBC sustaining harmony trio, booked for a week of vaude at Loew's Capitol, Washington, starting Dec. 10.

Rex Ingram, colored legit and film actor, put under pact by Columbia Artists, Inc., for radio dramatization spottings.

Major Edney Ridge, director of WBIG, Greensboro, N. C., and Tom Gooch and John Runyon, KRLL, Dallas, Tex., all calling on WJSV, Washington.

S & L credit stores, using WIL, St. Louis, now airing five programs daily.

J. W. Denbow, formerly with St. Louis Star-Times, has joined sales staff at WTMV.

Jane West, one of Pappy Cheshire's KMOX hill billies has returned to her regular stint after several weeks absence due to illness.

Dick Sharp, continuity director at KSD, St. Louis, has resigned to take a post with a local advertising agency and has been replaced by J. M. Todd. Station also has added Clair Callahan to the continuity staff.

Boll Slater, pilskin spieler, was signatored as m. for the pre-game Yale Band broadcast from the Copley Plaza Hotel, Boston (20). Socony Vacuum Co. sponsored the show of the 80-piece band.

TELEPROGRAMS RESISTS 802 DEMANDS

Teleprograms, a licensee of Western Electric, which furnishes wired music to New York hotels, was placed on the unfair list last week (19) by local 802 of the American Federation of Musicians. Firm refused to sign the contract suggested by 802, terms of which were the same as that recently signed by Muzak, on advice of William Powers, counsel. Latter is a director of the company and also counsel for 20th-Century Fox Films. Contentious is the contract is too severe.

Signing of the contract would mean that Teleprograms would have to evacuate such hotels as it now services which include the Pierre, Sherry-Netherlands, Gotham, Chatham, Astor, Park Central and Mayfair House. In many of these cases, the accounts were formerly serviced by Muzak, but have been replaced by Teleprogram service, which differs from Muzak in that each subscriber has a private line. Service is also more expensive and costs from \$75 to \$500. Firm which was started a year ago has 55 accounts grossing nearly \$150,000 a year at the present time.

President of Teleprograms is J. R. West who was formerly sales promotion manager of Electrical Research Products, Inc. Directors of the firm besides West and Powers, its counsel, include A. B. Jones, partner of Jesse Jones of the Reconstruction Finance Corp. and Arthur H. Marks, of Goodrich Tires board and president of Skinner Organ Co.

It is the only firm besides Muzak which furnishes wired musical programs. Muzak is a subsidiary of public utility, North American. Teleprograms is contesting classification as a public utility, and has not as yet paid the 3% public utility tax in the city.

ARTA in Oklahoma

Oklahoma City, Nov. 23. KBIX, Muskogee, makes the latest station in this territory to recognize the American Radio Telegraphists Assn. Union claims that it has the outfit's technicians, announcers and continuity men organized 100%.

At Amallo, there's a charge of trouble between KGNC and the union. Latter charges that the station dismissed two of its technicians for signing membership cards. District organized for the ARTA, Joseph Harris, has not decided whether to picket the spot or file a complaint with the National Labor Relations Board.

Joseph Harris, southwestern organizer of ARTA, states that union has signed a contract with KOMA here, calling for slight salary increases, two months sick leave, closed shop, grievance committee and 48-hour week for technicians, as well as 42-hour week for announcers.

Contract signed was to have gone into force yesterday (22) and last for a one-year period.

CIO Spiel Cancelled

Tulsa, Nov. 23. David Fowler, Oklahoma-Arkansas director of CIO, postponed the cancellation of his spiel last week by KVOO. Fowler claims contract was cancelled less than 18 hours before schedule to go on air.

His attack against Blackwell, Okla., mayor and city officials was, it is said, pretty 'hot stuff' and station officials felt no good would come of the lambast so time was cancelled.

Fowler said he spent \$300 advertising talk in state papers and that in many spots unions and organizers had set up radios and called meetings to hear the attack. No time was available to notify them of cancellation, he states.

KANS TRIP BANGED UP

Wichita, Kan., Nov. 23. Francis Mildred, Ruth Elsie and Mrs. Ruth Bartholemew, family trio of entertainers of radio station KANS, badly bruised Tuesday night when their car skidded on icy pavement into a mail box.

En route to Newton, Kan., to give program before meeting of auto dealers, were able to continue journey and give show.

Radio Daffodils

St. Paul—A singing, goose, worthy challenger of the yodeling mice and talking parrots now on the radio, hit high C with such power that WCCO is sending out black-edged cards. Goose's guts gave out.

Rock Island—Giant hood owl, 15 inches high with wing-spread of thrice that, flew in the open window of WHBF's control cubicle last week. As a guest performer the bird was a dud, but then the station waved no money before his eyes. Ivan Streed and Ralph Childs, of the station's staff, grabbed the owl and got him up before a mike. He not only refused to work, but wouldn't even name a figure. Boys finally had to release him out the window again.

Regina, Sask.—Chief Engineer Ernie Strong, of CKCK, has broken down and confessed that it was he who climbed the 255-foot antenna and unfurled a pair of pink bloomers.

Utica, N. Y.—Elliott Stewart of WIBX nabbed by a railroad dick when found prowling around tracks. Stewart explained he was looking for a rail spike. Escaping charge of stealing r.r. property, the program-maker made his identity and purpose clear. Needed a log-splitting sound effect for a program and wanted a spike to wedge the wood.

New York City—Sending telegrams to advertising agency radio execs she had never met, Polly Shedlove, newly arrived in New York, added the word 'love' to get the telegrams by the secretaries.

New York City—Still quivering from the stimulation of last year's publicity breaks on its 'singing mice' stunt NBC this winter will exhaustively canvass the nation for a talking parrot who will be signed up by the NBC artists bureau on %.

Boston—Eddie Kasper spels news comment over WAAB for the Metropolitan Funeral Service. After first broadcast sponsor got one customer and one 'prospect' and since then says biz is just dandy.

Chicago—Station break slogan of WCFL, Chicago, is now 'Chicago's most powerful, independent, full-time broadcasting station.'

Detroit—Riddles devised by Dick Osgood, who scripts and presents 'Factfinder' show over WXYZ, to allow audience to guess what the next program's subject would be, have boomeranged. Stunt proved popular, but now Osgood has to spend as much time thinking up riddles as he does to write actual material.

New York City—Emily Post asks and will answer over CBS: 'What do you do when your hostess insists that you have a second helping when you didn't like the stuff in the first place?'

New York City—Joe Weed, a radio time broker, is being built up by his press agent as an authority on television. Weed is quoted: 'The one big wrinkle that remains to be ironed out is that of obtaining a sufficient number of television frequencies to go around.'

Newark—Announcer conducting one of those marathon disc sessions into the wee hours is promoting him, spaghetti, sandwiches, gasoline, from the corner filling station, etc. He pays off by mentioning names and addresses. First local instance of a spot announcement being sold for a herring.

RCA-World Nix Transcription Price-Cutting

Costs of transcriptions at the smaller, indie, wack works around New York have dribbled down to what is an all-time low. RCA and World are the big two who have refused to cut prices. World gets \$100 for a 16-inch-master, RCA around \$90. Both outfits got those figures last year, too.

With the other firms, cuts have been drastic. Last year they were all getting \$75 per 15-min., 16-inch master, and \$250 for each pressing. Prices per master have dropped to \$50 tops, with many outfits glad to oblige at \$35. Pressings now come at \$1.75 and \$1.50.

Low rates have been forced by the press of competition. Since last spring at least six new transcription-makers have opened up and in vying for the limited biz that has been available this year, the firms have had to drop their prices until they have dropped to their present bottom.

RAY NAMED WESTERN TRANSAMERICAN HEAD

Hollywood, Nov. 23. Bill Ray, production chief at KFVB, has been appointed western manager of Transamerican Radio & Television Corp. by John L. Clark, prez. Manning Ostroff succeeds to the vacated spot.

Bob Kennett, formerly with WLW in Cincinnati, joins the staff as aide to Ostroff.

Genevieve Rowe on WOR. Genevieve Rowe and Alfred Wallenstein's orchestra have been paired on a new WOR sustainer. Initial airing is scheduled for Nov. 28 and will be in 10:30 to 11 p.m. spot.

Singer is currently on twice-a-week for Philip Morris and once for Consolidated Edison.

ODD BILLING ANGLE

NBC's Pat Ryan Confused With Several Others

NBC Artists Service has temporarily stilled all publicity on Pat Ryan, swing songstress the Service has under contract. Reason for the ballyhoo quieting is that women named Pat Ryan have been getting too much newspaper attention and NBC thinks its warbler may be confused in the public mind with those of the same name.

A Pat Ryan had an altercation in a Chicago cafe recently which the tabloids played up; in New York a Pat Ryan shot her husband, a cop, after an argument over which one would garage the car; story currently getting large space concerns a Mrs. Pat Ryan who married one of the Thomas Fortune Ryan clan when he was allegedly intoxicated.

% Plus Lodging

Denver, Nov. 23. New salesman brought from New York to KFEL by Gene O'Fallon is living in the station's old transmitting building.

Denver is currently having a hard-to-find-housing situation, and the time-peddler has been forced to take up the temporary abode until he can dig up diggings of a more normal nature. O'Fallon cuffs his new man the rent in return for keeping the place spruced up.

Rosenthal Heads West

Herb Rosenthal, new head of the Columbia Artists Bureau, goes to the Coast today (Wednesday) to be gone about two weeks.

Trip is to o.o. the studio setup with the idea of a probable expansion of the office's pix talent agency.

Marguerite Lyon Teaching

Chicago, Nov. 23. Marguerite Lyon of the radio department of Henri, Hurst & McDonald agency here has become instructor at the Hewitt School of English and Public Speaking.

Teaching a course in practical radio script writing.

15 ADDED STATIONS

'Hill Top House' and 'Myrt 'n' Marge' Duplicated on Transcriptions

Colgate-Palmolive-Peet is placing recorded versions of two of its Columbia shows, 'Hill Top House' and 'Myrt 'n' Marge', on 15 additional outlets. Practically all these supplementary stations will be NBC affiliates. Though the list has not been completed, indications are that it will include WLW, WGY, WHO, WSB, and KOA. Also a number of west coast stations.

Deal in each case will give the station two 15-minute programs a day five days a week. It hasn't been settled whether the disc business will be handled by Transamerican or World Broadcasting.

Retailers Assn. Shoot Bankroll On 1-Time Show

St. Louis, Nov. 23. Associated Retailers of St. Louis, notorious for shying away from radio as a means of merchandizing, unstrapped their bankroll Friday (19) to the tune of \$3,500 for one air show as a bally for 'Downtown Day,' an annual sales event held Saturday (20). Joseph S. Bat, promotional counsel for the retailers assembled the talent for the 30-minute show that included Robert Weede, Metropolitan opera baritone, here for a role in 'Carmen' with the St. Louis Opera Co.; Jolly Gillette, 11-year-old radio singer on her way to Hollywood for an engagement with Rudy Vallee; the Southeastern Bell Telephone Company's chorus of 50; Don McNeill, NBC m.c. from Chicago; and the orch of Russ Davis from KSD.

Program was broadcast over KWK, KMOX, WTMV, WIL and KSD. Frank Eschen, program director of KSD, assisted in the production. In addition to the radio bally the Retailers purchased 150,000 lines of space in the three local rags as a further effort to make 'Downtown Day' a success.

Doc Young's Freak Mishap

St. Paul, Nov. 23. Dr. George W. Young, owner of the W. E. Long Mutual outlet, WDGY, was the victim of a freak mishap while hunting last week.

Dropping a huge buck, Young bent over to examine his 'kill' when the deer, in one final burst of animation, lashed out with its feet, breaking several of the hunter's ribs. Buck then rolled over dead.

Young is eating his venison in Swedish Hospital, Minneapolis.

Philadelphia, Nov. 23. Gene Edwards, WDAS gabber, was announcing show by Agnes Tolle, string plucker at Adelphia Hotel, when a—none of the harp strings snapped.

It caught him under the eye, leaving the optic a dark, bluish green.

Exploitation Behind Transcriptions

Atlas Sets Up Three Regional Exchanges—Contemplates More—Film-Style Press Books, Etc.

Atlas Radio Distributing Co. has launched the marketing campaign of its recorded program product with the opening of three district offices.

It is stated there will eventually be 11 exchanges handling the distribution of the 28 complete transcribed series, with each office co-operating with radio stations in the exploitation and commercial disposal of the programs. An elaborate press book prepared a la cinema by Dave Davidson, will go with each disc series.

District sales and distributing heads for Atlas are Claude Ezell, for the south; Ray Condit, for the west; Dan Blake, for the midwest; while Herbert R. Ebenstein, president of the company, will head up the eastern division out of the New York

Lofty Forehead Music Shows on NBC Exploited for RCA Receiving Sets

Polly Shedlove in N. Y.

Polly Shedlove, former woman's program conductor for KSTP, St. Paul-Minneapolis, has arrived in New York City.

Has signed with William Morris agency.

GERALD K. SMITH NOT ON WXYZ SUNDAY (21)

Detroit, Nov. 23.

Second address of Rev. Gerald L. K. Smith, one of late Huey Long's lieutenants, was not aired Sunday afternoon (21) by WXYZ, local outlet of Smith's indie hook-up. His first spiel was broadcast here a week ago.

Explaining station's policy demands that all continuity be read before etherizing, Harry Sutton, Jr., assistant to General Manager H. Allan Campbell at WXYZ, declared that Smith's speech had not reached station by Sunday afternoon and that he gave orders Saturday to cut off talk if transcript didn't show up.

Meanwhile it appeared that Father Charles E. Coughlin, whose former hook-up Smith contracted for after Coughlin cancelled his own talks recently, would not be able to return to the ozone as contemplated. Pope Pius' public rebuke of radio priest, made Saturday (20) from Rome, which also commended Archbishop Edward Mooney's stand in controversy with Coughlin, was interpreted as putting the damper on plans of Coughlin admirers to petition Vatican for priest's return to ether.

W. E. LONG CO. INSTALLS OWN AUDITION ROOM

Chicago, Nov. 23. Audition set-up is to be installed by the W. E. Long bakery ad agency here with the work to begin immediately. Control room, studio, and clients' room all to have latest in equipment furnishings, and in decoration, even to air conditioning.

Radio department was started by agency, which acts as consultant on national sca's for bakeries, about 18 months ago. Future plans will for heavy campaigns on transcribed shows which will originate with agency, be used for their clients, and then go to syndicated market.

Jack Carney Out

Jack Carney, radio booker for Music Corp., has been given an indefinite leave.

Will be replaced by Willard Alexander, formerly on one-night-band bookings.

Harry Ridgley in Boston

Boston, Nov. 23. Harry Ridgley, formerly of WEAN, Providence, now with the production department of Kasper-Gordon Studios, Inc. Starting duties with the Jordan Marsh Company-WAAB Christmas series.

Previously with James Jewell on the Lone Ranger-Mutual series over WXYZ, Detroit.

RCA is buying spots on NBC stations around the country, which are being spotted to precede and follow four different NBC network programs—'Magic Key,' Philly Symph, Metro Opera and the forthcoming Toscanini series. Two of these are sponsored by RCA, institutionally on the Met's Saturday afternoon winter series, and openly as commercial ballyhoo for radio receiving sets on 'Magic Key.'

Toscanini will be strictly sustaining. The Philly Symph. airs Mondays for Group of Banks.

Copy on the spots RCA is taking, will be semi-institutional, in pointing out that NBC (with proper credit to RCA as the network's papa) is doing something in the cause of better-music appreciation. But there, will also be threaded in plugs for the receiving sets.

Lord & Thomas agency is now spotting the blurb biz on the selected broadcasters.

Benton & Bowles Submits Shows From W. Coast

Hollywood, Nov. 23.

Local offices of the Benton & Bowles agency is piping to New York three shows for sponsor bearing. One is a Carlton Morse script with Herbert Marshall and Ricardo Cortez, the second a combination of Joe E. Brown and Al Goodman's orchestra (for Half and Half tobacco), and the third a dramatic serial intended for Palmolive.

Tag for Morse's program is 'Murder Preferred,' while the variety stint will be billed as 'Joe E. Brown's Carnival.' Morse is author of 'One Man's Family,' currently backed by Chase & Sanborn tea.

Regional Discourages

Spot Announcements; Biz Perks in Oklahoma

Oklahoma City, Nov. 23. Business on the Oklahoma Network is 25% up in the last 60 days, states general manager Joseph W. Lee. Network, still rather young having nationalized April 1st last, is carrying chiefly 15-minute programs as far as sponsored shows are concerned. Only two accounts carry spot announcements over the network.

Condition of business with individual stations is reflected by that of KTOK, key station here in O. C. Business there is 800% over figures for same time last year when plant was operating as KGFF on part-time schedule. The one-minute or less announcements on this station are up about 10% over last sixty days with fifteen minute program business up approximately 25%.

'Nice things for us and all concerned,' says Joseph W. Lee, manager KTOK as well as g.m. of ON, 'is that former spot announcement users are seeing results of radio advertising and buying 15-minute programs.'

IRON RANGE OPTIONALS OFFERED BY CBS

WMFG, Hibbing, and WHLB, Virginia, are being offered by CBS as supplementaries to KDAL, Duluth, Minn. Either station is optional.

Both supps are in the Mesaba Iron Range district and operate at 100 watts night.

Goodkind's Radio Show

Chicago, Nov. 23. Trading Post store goes on WIND with a string of morning and afternoon programs placed by Lew Goodkind, radio chief of the Burnett-Kuhn agency here.

Morning show will be a musical period, while the afternoon program will be a man-on-the-floor, known as the Trading Post Floorwalker.

Follow-Up Comment

George Jessel did a Hugo Black Sunday on his Mutual program as regards the list of his film gossips. He said the chatters were now being good little boys and, while they stayed that way, he, Jessel, would wish them well and keep his peace.

His references to the dirt-spilling gentry were sharp and incisive before he closed the subject, however. He alluded to what business men rapping certain brands of soap, etc., which, as he explained it, would merely be the turning of the tables.

In a sense it is a pity that the fight is so soon over. For Jessel would get himself plenty of listeners if continuing to lambast the lambasters. His sarcastic example of the type of skeleton-exposed and criticism congratulations to Joe Glutz on his reform—his is no longer kicking his wife in public, was well stuff on which to pay the boys back in their own coinage.

Jessel held target practice just before the conclusion of his half-hour. Previously, in his own right, he had been into some soggy going due to spotty comedy material. His John Alden-Priscilla routine was particularly oversteered in the name of laughs that didn't materialize.

Jimmy Fidler stuck to innocuous material again last Tuesday (16), although his introductory spiel might have been taken from the list of his gossips. Intro in question was, "This is Jimmy Fidler, from Hollywood, where they make pictures that are worse, but not for long." Nearest thing the chatter came to shellacking the pic stars after that was an open letter to Jean Arthur, chiding her for being "too good" for the show. As usual, Drene's commercials on the show were besaucup windy.

Don Wilson is developing radio's most annoyingly funny laugh. He laughs very close to the mikes as if he never attended a rehearsal and never previously heard the gags that Jack Benny and Co. pull. He writes himself into every gag with that laugh, and overbids the studio audience every time. An announcer probably wishes to be positive and not negative, but Wilson's laugh is a Wildhack routine that adds nothing to a program that can take care of itself on giggles, and if he keeps it up the word-of-mouth gag will be a quiet mumble, may swell to a following "Aw, shut up!"

Latest Benny program (21) was one of the comedian's slickest efforts this season. It was a series of blow-by-blow with an array of more or less standard items that have been built up week by week.

For tempo, for sheer professional ease and in the creative milking of situations, Benny remains unique. Every line of dialog means something. There is constant clarity even in comparatively involved plot. The in-a-play cometh such as "The Horizon" routine. Phil Harris' music continues an appropriately sophisticated background.

Metro-Maxwell program will no doubt continue to receive an exceptionally close scrutiny. Its pioneering character and that \$25.00 weekly talent fee are its assets. Both factors will probably keep the standard higher than would be applied to a program with less successful alliances and less publicized overhead.

Third broadcast, last Thursday (16), revealed further experimenting by Bill Bacher. Show was heavily choral and musical. In respect an echo of the old Maxwell House Showboat was for the first time discernable. Show, in view of the Metro resources, does bespeak a "get-together" and the sudden resignation of Bacher after the broadcast will naturally point up that thought.

Show was weak on stellar personalities. Ilona Massey is strictly an unknown. Luise Rainer was billed and showed up only to beg off on the plea of illness. The other over-cast air two line speech and the last stages of physical collapse. A strange note for the program to sound.

Alan Jones acted as m.c. and did nicely. Except for a blue and gold, was nicely done by James Stewart, Robert Young, Tom Brown and Florence Rice. Comedy session of Ted Healy and his stooges did not bear out the promise of his appearance the week before. It was probably okay comedy for sight purposes but the show was seriously ignored. It was in and out of sound range, now clear, now obscure, all ways inclined to confuse as well as amuse.

Radio drama had three mildewed samples to offer Sunday, when Cary Grant-Constance Bennett did "Medicine Girl" for the first time. Silver Tyrone Power-Florence Rice submitted "The Truth Game" for Woodbury, and Billie Burke suffered and wept, in a bit of anguish for Chase & Sanborn.

It was the first film in six weeks

out for the Silver theatre, which has been skating along with impressive curricula of activity. It proved rather conclusive that G. Woodhouse destroys illusion on the radio in the process of getting laughs by extreme liberties with the probabilities. His silly-as-fish gossips did not come through. What stands forth after about 12 minutes is a silly-ass plot. Speaking that is, for "Medicine Girl" is a comedy, not a drama. The doughnut called "The Truth Game" put more English lines into the mouths of Tyrone Power and Florence Rice, cited upon the bread-and-butter, love, part and reunite. But the players could not instill more than a faint simulation of conviction, and the whole half-hour was constantly in danger of tuneoffs.

In the case of Chase & Sanborn, a seafaring gent and his possessive wife in sorrowful lamentations over a separation that can't be helped proved not only dull entertainment, regardless of Miss Burke's performance, but seemed singularly inappropriate to the time, or even, really should be, basically gay, inasmuch as the estimable Edgar Bergen and his incorrigibly impudent alter ego, Charlie, Esq., are the presiding and chief excuse.

Margalo Gillmore starred in a dramatic sketch last Sunday on the "Big Red" show, over NBC. The piece was given by Robert Wallington, who was in the cast with Robert Ross, the actress' real-life husband. Labeled "The First Waltz," the opus was one of those ultra-melodramatic whimsy things that must be written and played just right to click. This one didn't.

Trouble seemed to lie principally in the fact that the piece was a trifle on the obvious side and needed radical pruning in the talky mid-portion. Romantic horseplay of the sort after the Lady Macbeth style, if met didn't carry the bit to warrant such length. In the all-important femme lead, Miss Gillmore, currently one of the best of the radio, was a little too much, Men where satisfactory enough.

Lum and Abner remain okay in that C.A.B. count-up (which squares so much, and makes a chump of criticism so often), but meanwhile their acts are destructive in the extreme to illusion and conviction. Having moved to Hollywood to live, the actors have carried their make-believe there likewise.

Maybe the trouble lies with the farmers. But for the more critical big city folks who liked Lum and Abner for what usually rang true as they chattered town droolery, the shifting from Arkansas to the film colony is a rude dose of cold water on top of a warm, human, folksy serial.

Hollywood stuff is being over-done on the air to start with. Lum and Abner, played by the most indulgent interpretation, a tension on the thin in-a-play cometh such as "The Horizon" routine. Phil Harris' music continues an appropriately sophisticated background.

In plugging into the synthetic Hollywood situation they have run into trouble. A recession of plausible-outside-the-law is being experienced. In the end a good show is just that, and a not-so-good is proportionately off.

Bill Stern is one gridiron announcer who doesn't wax hysterical yet injects more than a modicum of pep and dramatic interest, as witnessed by his "The House of the Future" Harvard game for NBC over WJZ this past Saturday. He builds up the suspense with plithy phrased commentary such as "they do it now, and tie it up, again repeating a tradition," or observing that "this may be the deciding factor," etc., but he is the best of the announcers, any one of coloring or partiality.

Somehow in this season's games some of the boys have sounded more than ever as if they were betting on one or the other side, and were doing a little extra-curricular routin' in for their selected teams.

Stan, the sporty announcer who does a good job Sunday with the pro games over WOR, even to the extent that one doesn't mind, particularly, those interruptions for the Dodge motor show, whenever there's a time-out.

Transradio's Answer
New York, Nov. 19.

Your publication on Nov. 17th contained a criticism of a recent news story delivered to clients by Transradio Press Service, which was evidently based on a lack of information, unless we are to question its good faith.

Radio stations, even as newspapers, are the press agencies which carry them, are the sole judges of what is worthy and newsworthy. Truth and the standards of public taste are the determining factors in the selection and presentation of news. With both respects, radio news has sur-

passed the standards of newspapers. The news story which VARIETY criticized was not only in good public taste. The facts show that Capt. Charles Brower of Point Barrow, Alaska, known to many as 'King of the Arctic,' arrived in Seattle in early October. Besides his military character, Captain Brower is a storekeeper and postmaster at Point Barrow, which is the northernmost town in the United States in America mainland. He is 76 years old, was reared in New York City and has spent nearly 50 years in Alaska. As a member of the Explorers Club of New York, Brower has been host to numerous well-known explorers on their trips to Alaska and accordingly was invited by the Club to be a guest on his present trip to New York.

By every standard of the human interest value of news, his man is newsworthy. Personality stories and thumbnail biographical sketches of persons much less newsworthy than Capt. Brower are published every day in newspapers and news magazines and only a person with a jaundiced ear would be irked by news stories of this sort.

Immediately after the story was broadcast in New York, at least a dozen persons acquainted with Capt. Brower or his family, telephoned or wrote to Transradio, asking for information and particularly wanted to know the approximate date of his arrival in New York. Accordingly, when Capt. Brower passed through Chicago, Nov. 19, Transradio again referred to his journey to New York and recapitulated briefly some of the main facts of his colorful career.

On both occasions, Transradio authenticated its facts by contacting the Explorers Club. It was motivated solely by a desire of serving the public with news about men of achievement and distinction. More than a month had elapsed between the two stories. Public interest in Capt. Brower's arrival in New York was clearly shown by numerous inquiries and the second story, reporting his arrival in Chicago, needed no other justification.

VARIETY, by its vigilance in criticizing the good and bad creations of the entertainment world, has established a fine reputation by its fairness. In this particular instance, VARIETY bent over backwards to ventilate its suspicion.

(Signed) Herbert Moore,
President, Transradio.

Mark Kelly, onetime sports editor of Los Angeles Examiner and current sports editor of the Los Angeles Times, has taken over from Ken Frogley, L. A. Daily News sports ed., the weekly quarter-hour sports show on Los Angeles radio. Kelly is making a good thing in an effort to get someone in there with a hop on his fast one.

On the inaugural he let go with a blast at Coach Howard Jones of Southern California and in so many words said that the grid mentor had outlived his usefulness and he should be replaced. That's red meat in Los Angeles. And just to prove that he's no flash-in-the-panner, he stated that on next week's broadcast he would try to show how the grid is through as champion and will get another shelling—only earlier this time—from Schmeling.

In demanding a sports authority who knew his stuff, Kelly is not afraid to crack down, the Roitman crowd made a wise selection. Kelly has always been fearless and outspoken, and he has cut for himself a weekly quarter-hour program so that he can say what he thinks about this show and that one.

Although Kelly contains many a sly aside and trick phraseology of his own, he does it out straight. Not once did he let go with a venture-fueled rant, as those who have followed his Blue Monday Jamboree. He is matter-of-fact all the way and lets the material do the punching.

Old Hollaway touch is there with such expressions as "slap-happy factory" and his "society for the prevention of excessive palm-walloping." In the latter he takes the audience for a fast ride and excuses their physical exuberance on the grounds that they got in for nothing and so should vent to their feelings, induced by cues and applause card wavers.

On the palm-walloping (applause) score Hollaway pointed out that a recent half-hour show \$750 in time was wasted because of applause and comics stalling for laughs. Among other statistics he said that 90% of the listeners in the L. A. area tune five of the 18 stations.

Hollaway also had a few complimentary things to say about his chosen profession, and the classic music deeds of Jose Rodriguez on KECA, and just to show that he plays favorites he tossed a posy at Hal Styles on KHJ for his Help Thy Neighbor program. After haranguing on a few "whys" he closed with "why don't I get off the air?" Helms.

George B. McCoy, field man for Publicity Associates, made his radio debut last week on Radio Newsreel. Interviewed John Montague in his gold watch when George Hicks, who was doing NBC coverage sustaining, was ruled out.

DR. MORRIS FISHBEN

Talk 15 Mins.
Sustaining
WJZ-NBC, New York

By putting Dr. Morris Fishbein on to talk about the current campaign against venereal diseases last Tuesday (16) NBC scored a sort of draw with the more articulate faction on the subject of air censorship. After all, the fact of the matter is that General Hugh S. Johnson, because the NBC prez didn't deem the subject one fit for family circles, Lenox R. Lohr did a quick and smart change of roles and invited one of the country's top authorities on the topic to pinchhit for the general.

It is doubtful whether the choice could have been bettered. A campaigner both long and intrenched, standing the editor of the American Medical Association, Dr. Fishbein came through with an exposition that left no doubt as to the grave importance of the current drive. Picture he drew was no pleasant one, but it made the listener alive to the dangers of the disease, and the venereal diseases have caused in American communities and that with concerted effort they could be brought under control, if not suppressed to a minimum.

Dr. Fishbein was introduced by the general himself, the latter explaining that, due to a misunderstanding, his own talk on the subject had not been delivered over the same network.

JOE DU MOND

With Fireside Quartet
Transcriptions
15 Mins.
Sustaining
ALLAND LAMPS
WGXY, Schenectady

(Presba, Fellers & Presba)
Waxed for listeners in non-electrical and farm homes, Joe Du Mond, who has carved a niche as poet-philosopher on Mid-West agricultural programs, plays here a combination emcee and speller in the home course. Fireside Quartet sings the old familiar, including hymns.

Small instrumental group accompanies and fills brief spots. It is a fact that hour that the sophisticated radio fare, served at a suitable time, Sunday afternoon. Many older folks in small towns and villages will like the program, even though they are not potential purchasers of lamps.

Dumond introduces the vocals and delivers the advertising messages. On one disc, he recited a sentimental poem, Dumond's down-to-earth personality glosses over the directness and repetitiveness of plugs for modern type oil lamps. However, the program is not on a plateau. The spots over a wide area sounds a bit presumptuous. Quartet warbles smoothly. Themer naturally is "Lamp Lightin' Time."

Station mixer cuts in for a blurb, with price mention, before sign-off. Incidentally, program serves as a reminder that many battery sets are still in operation.

HARRISON HOLLIWAY

Comment on Radio Shows
Sustaining
15 Mins.
WJZ, New York

Not so many years ago Harrison Holliway was top m.c. on the Coast. When he became an executive and now he is m.c. on the Coast. He has avoided the mike for some time but the temptation was too great. In his ventral-lunged rant, he has cut for himself a weekly quarter-hour program so that he can say what he thinks about this show and that one.

Although Holliway contains many a sly aside and trick phraseology of his own, he does it out straight. Not once did he let go with a venture-fueled rant, as those who have followed his Blue Monday Jamboree. He is matter-of-fact all the way and lets the material do the punching.

Old Hollaway touch is there with such expressions as "slap-happy factory" and his "society for the prevention of excessive palm-walloping." In the latter he takes the audience for a fast ride and excuses their physical exuberance on the grounds that they got in for nothing and so should vent to their feelings, induced by cues and applause card wavers.

On the palm-walloping (applause) score Holliway pointed out that a recent half-hour show \$750 in time was wasted because of applause and comics stalling for laughs. Among other statistics he said that 90% of the listeners in the L. A. area tune five of the 18 stations.

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GEORGE MCCALL

Film Gossip
15 Mins.
Sustaining
OLD GOLD
Tues-Thurs., 7:15 p.m.
WABC-CBS, New York

(Lemmer & Mitchell)
Newest addition to the list of film gossip gossips is George McCall, a veteran of the trade and the town. Writer, producer of several silent films, a newspaper reporter and more recently legging for the Louella Parsons syndicated columns, McCall got on a familiar news beat for Old Gold (on Lorillard).

It is his back luck to get that shore at a time when the heat is on and he can't use sensationalism to attract attention.

Heard on his second broadcast (Thursday) McCall was doing quite a bit of tongue-tangling. These sly verbal missteps were external evidence of some internal flitters no doubt. Time will correct that.

McCall has laid his stuff out for a staccato tempo in delivery. The announcements breaks in at intervals with the headlines. There are also a couple of moments in which a feminine voice picks "Old Gold's" best dressed star of the week" (Jeanette MacDonald, who's there).

Show needs acceleration and change of tone. McCall will solve those considerations when he eases up. Also may be standing too close to mikes.

It was apparent that there had been some production difficulties. That he had to sound newsworthy and fresh. It came across satisfactorily with the average of the other gossipers. Some filler of course but that's inevitable. Production probably better than the others. At the moment, it is in delivery. Raps and drilling would serve a constructive criticism.

McCall, an ex-VARIETY mugg, knows new feature values and treats 'em that way. He also recourses to evaluating the new film pictures via the audible method. Night caught McCall at a bad moment, he shot to record a "bull's-eye" vote for the new Astaire film.

Commentator has a good catch-phrase in "that's the McCall. Old Gold also tags his show with an announcement that the opinions of Mr. McCall are strictly his own, and not the company's.

MAUDE ADAMS

With Stevens College Students
Dramatic
15 Mins.
Sustaining
Saturday, 9 p.m.
WJZ, New York

For young listeners, to whom Maude Adams must be only a name, and the subject of a vague, unexplained legend, this program must have been illuminating. For it explained the life of the actress. Night caught Maude Adams at a bad moment, he shot to record a "bull's-eye" vote for the new Astaire film.

Program was hardly imposing by normal standards, but it did something. It was a conversational such a figure in the American theatre. For in her few moments before the mike this most retiring of actresses revealed and retained her magnetic personality. (She did a commercial series on the radio three years ago.) She projects her presence through the air into the very room with the listener.

As for the program itself, it revealed NBC's production department at its best. The program was well done, and for its type, effective. Being a sustainer, it was minus the usual blather about So-and-So's miraculous hair-restorer, or such. There wasn't even a really good line for the star, nor the customary pap about so-glad-to-be-here, Miss Adams was, said her say, and that went for the program. The actress' College issues put on their "Chanticleer" dramatization in acceptable fashion considering they're merely students of a Missouri school.

There was singing, dancing, a classroom skit and the leader of the Bible class spoke his piece. Even that was done for a purpose. Adams was the listening public—just spoke briefly of the current sinister state of the world. Tap dancing by a group of the school students was something less than a wow, but it was not painful, at least. All in all, NBC rates credit for setting the show and planning it so well, while Maude Adams certainly merits praise for her share.

BARNYARD FOLLIES

With Edna Aspinwall, Joe Jung,
Bob-O-Link
30 Mins., Local
KEYSTONE STEEL & WIRE CO.
WCCO, St. Paul-Minneapolis

Here's a delightful exception to the usual program spotted for rural ears: the commish isn't overdone.

Patience thought is neatly pointed with rustic terms. Aspinwall's corny drawl fitting in nicely here. A capable emcee for the Bob-O-Link's was ruled out.

Conducted in the manner of a class at a grange meeting, this 30-minute stanza is Saturday relief from the too-familiar formula. It burdens the airwaves every week-end. Joe Jung's accordion playing is likewise welcome change from the usual calling of scores of games for coast to coast. A restful haul. (Back)

FRED ALLEN
With Portland Hoffa, Gogo De Lys,
Lionel Stander, Alicia Art Players,
Peter Van Steeden Orchestra
52 Mins.

BESTOL-MYERS
Wednesday, 9 p. m.
WEAF-NBC, New York
(Young & Rubicam)

Returning to the ozone after a summer layoff, Fred Allen is whamming over his nasal nonsense from Hollywood, where he's currently filling a film stint for 20th Century-Fox. In general, the program is about as formerly. One innovation is "people you never expected to meet." In this case you meet 'em, all right, but it still seems unexpected. Maybe the whole thing never really happened. For the debut, the bawmy visitor was a 14-year-old who told the breathless public all about autograph hounds and what makes 'em that way.

Lionel Stander put over a sock in two sessions before the mike. In the first he slugged out a round of murderous insults with Allen; then played a hoke bit with a Ratoffish agent. Latter inning was with the Mighty Allen Art Players in a boozy-hatch dramatization, "Murder in the Stadium." All about the double slaying during a touchdown run in the Hall-Yahvahd game. Lots of laughs. Gogo DeLys uncorked one song, a rousing rendition of "Somebody Loves Me," with all sorts of rhythmic lift, personality and vocal color. Wow! John.

Portland Hoffa was on for a dizzy bit with a double-talking real estate salesman; Allen spoofed Darryl Zanuck about the comedian's coming pic, "Bally, Irene and Mary," and the Van Steeden crew played the show with professional skill. Commercials were "worked into" the script. Hobe.

'LA BOHEME'

With Suzanne Fisher, Armand Tokatka, Esay Moore, Sidney DeVries, Alexander Smallens

CHASE BANK
Monday, 9 p. m.
WJZ-NBC, New York
(Weasel)

No. 6 of the current multiple-sponsor (Chase in New York) bank program series departed from straight symphonic music to present a studio-produced condensation of the opera, "La Boheme."

It was in every respect a first-rate job, with the four singers, under the guidance of Smallens, projecting the melodious Puccini score for a socky hour. Enough narration is inserted verbally to clarify the themes of the various arias, etc.

Land.

'CANADA, 1937'
With Ken Sisson Orchestra, Chorus,
Russ, Tilas, Pauline Winters,
Walter Bowles, L. Shapiro (David
Scott, guest commentator)
45 Mins.
IMPERIAL TOBACCO CO.
Friday, 10 p. m.
CFCF-CBM, Montreal

One of the most pretentious productions in Canadian radio, involving plenty of coin by local standards, this combo musical show and news review seems to be aimed mainly at the top hat trade. It's kept under wraps, perhaps purposely so, and handled as dignified institutional advertising, sponsor being mentioned, but once or twice throughout the entire broadcast and then only to the effect that Imperial Tobacco presents.

Highlight of the program was an interview with David Scott, Paris correspondent of the London Times (picked up in Paris), who dished out the lowdown on the international political situation. Every week it will be another European capital with a prominent newspaperman analyzing politics. Jack Ralph, Montreal, interviews.

Orchestra (30) and chorus (16) under direction of Ken Sisson, ably routed and first-rate. But here again a certain restraining influence is manifested and musical selections confined to "Sandman," "It's Delightful to Be Married, When Day Is Done," and miscellaneous numbers from "Virginia."

Following the orchestra's opening number Walter Bowles, the show's "Traveling Radio Reporter," was picked up in Halifax and delivered a seven-minute history lesson on Halifax and the province of Nova Scotia, calling a local character to the mike to lend emphasis to his topic. Bowles is traveling across Canada and booked for a weekly talk for the run of the show.

Next to closing spot holds L. Shapiro, columnist, picked up from the NBC studios in N. Y. Shapiro has the usual fan gossip on stage, screen and Broadway happenings culled from the dailies.

Russ Titus, baritone, soloing with the orchestra, plenty okay and certainly warrants attention.

Show runs smoothly, but too talky and therefore tends somewhat to the dull side. It's on a 37-station hook-up across Canada and scheduled for 26 weeks, this being the second week of the broadcast.

No opposition during the 10-10:45 p. m. period in the way of big programs on any other local station.

Krushen.

DR. KARL REILAND
Talk
15 Mins.
WEFEXELL SHEETS
Friday, 7:15 p. m.
WJZ-NBC, New York
(B. B. D. & O.)

This sort of program may prove something, if only that a Boston sponsor is unusual. Unusual, and probably stubborn, for it is hard to believe that such a program was selected by such an agency.

Dr. Reiland is described as a famous figure. This seems to place a generous interpretation on the word. But that could be dismissed if he seemed to have something to say that the average person would be interested in hearing or if he seemed capable of saying it in a manner calculated to grip and hold.

Maybe he was nervous. That would perhaps excuse his heavily abilitant voice. But his script was dull beyond the credence of non-hearers. His subject was "hope," which he approached with a mixture of small town Wednesday night preaching and ponderous platitudinizing. It was either sermon nor pep talk, but steadily sing-songy and tedious.

Opening with a long-winded commercial the program is unrelieved gab. No suspicion of lightness mars the perfect record of pernick bore-dom. It is inferior to most sustaining preachers and seems doomed to a minus rating in anybody's popularity poll.

Land.

YANBUT and CHEERILY.
(Jennison Parker, Bill Wright)
Comedy Fatter
ROYAL GELATINE
WEAF-NBC, New York
(J. Walter Thompson)

Inserted into the Rudy Vallee program currently originating in Hollywood this team of Pacific coast comics whammed across a talk session that held strong giggles. They are off-the-beaten track. Radioque rather than vaudeville-type. And coming as a welcome breeze of sheer nonsense (as distinct from mere gag-punching) they ramble along happily.

With emphasis upon the difficulty of maintaining such good material their attack is otherwise worthy of encouragement. New funnymen are rather desperately needed by radio. Yanbut and Merrily, work as a garlarous big-worded gent with persistent interruptions, punning and otherwise, from the other guy. Talk is peppered with sly twists, sakers that come fast and build a spirit of absorbed concentration in the listener. Funs are of the intelligent variety and, best of all, never underscored.

Land.

JOHANNES STEEL
Commentator
15 Mins. Regional
Sustaining
Tuesday, Thursday, Friday
WMCA-Inter-City, New York
Johannes Steel (not his real name) is an exile from Hitler-land. In the U. S. he has been doing newspaper articles on events abroad. For the air he is offering the most exciting copy that has yet come over the ozone in his particular phase of commenting.

Till now the radio has not had a talker who pops up with international political gossip and surmises that are as walloping in scope and possibilities as the stuff Steel spouts. He has a wretched and halting air delivery, which may exclude from his listeners all but those so interested in his startling assertions that they'll overlook the defects in his delivery.

When caught last Tuesday (18), Steel dwelt on why Mussolini's wife does not share Il Duce's social life which, while not new, was put in a pretty scorchy way by the Teuton-accented talker.

He displayed a good knowledge of the economic veins of Japan, and had a few interesting items on the eventual outcome of Nipon's invasion of China. But what really elevated eyebrows was the out-and-out assertion of revolution in Czechoslovakia within six months. Steel named names of Nazis he announced were arranging this coup within Germany's post-war-nation neighbor. Further, he categorically went on record with how he reasons the revolution will go.

WMCA, incidentally, wisely pressed insistence fore and after each Steel spiel that the opinions aired are the commentator's and not the station's. Bert.

DARLENE DELL
15 Mins.—Local
VIRGINIA DARE STORES
Wednesday, a. m.
KOMA, Oklahoma City

This young woman, discovered by Wayman Ramsay of KOMA, is building. Shows experience in use of her voice. Program remotes from magazine of store before customer audience. Each week out-of-city gals are guests. Given gowns for guest appearance by store.

Darlene Dell herself is draped in best the store has in stock for her act. This is a good idea a lot of other stations could sell some department store or dress sponsors.

Soon.

'MUSIC AS YOU DESIRE IT'
Transcriptions
45 Mins.—Local
RCA-VICTOR
Daily, 11:15 p. m. CST
WENR, Chicago
(Lord and Thomas)

Perhaps the best possible commercial is when the product itself can be put on the air, at the right time, in the right way—and this is it. Spotted during the 45 minutes before midnight, RCA is plugging its recordings of fine music by playing them. Light classical to heavy symphonic music is used, some as instruments' solos, some orchestral works, and others either solo or chorus vocals.

With nothing but dance bands as competition, this period is due for a big following among the better than \$5,000-a-year class. They're the ones who stay up late, and they're the ones who probably form the market for that type music.

There can be little doubt that the show will do a selling job if it continues to be handled as it is currently. Records and the way they are arranged leave nothing to be wanted, and announcer is a whiz, his handling of the copy, both program and commercial, actually instilling in interest in the heavier stuff so well does he seem to enjoy presenting the music.

Loop.

'DUNCAN CHIPPENDALE'
Interior Decoration Talks
5 Mins.—Local
PUERAY'S FURNITURE STORE
Sunday, 12:15 p. m.
WGY, Schenectady
(Leighton & Nelson)

Non-de-radio obviously phoney. Material is well assembled, but the delivery of it will probably strike keen-eared dialers as artificially impulsive. "Chippendale" talks like a character actor playing an historical figure or a Boston Back Bay personage. Neither his manner nor his pronunciation are free from affectation.

'Front' presumably is adopted to attract the attention of a certain class of listeners. However, they would not seem to be the ones for whom a store of the sponsor's class should primarily aim its message. Establishment can create for itself an aura of dignity and good taste, without the sacrifice of naturalness in a radio spokesman.

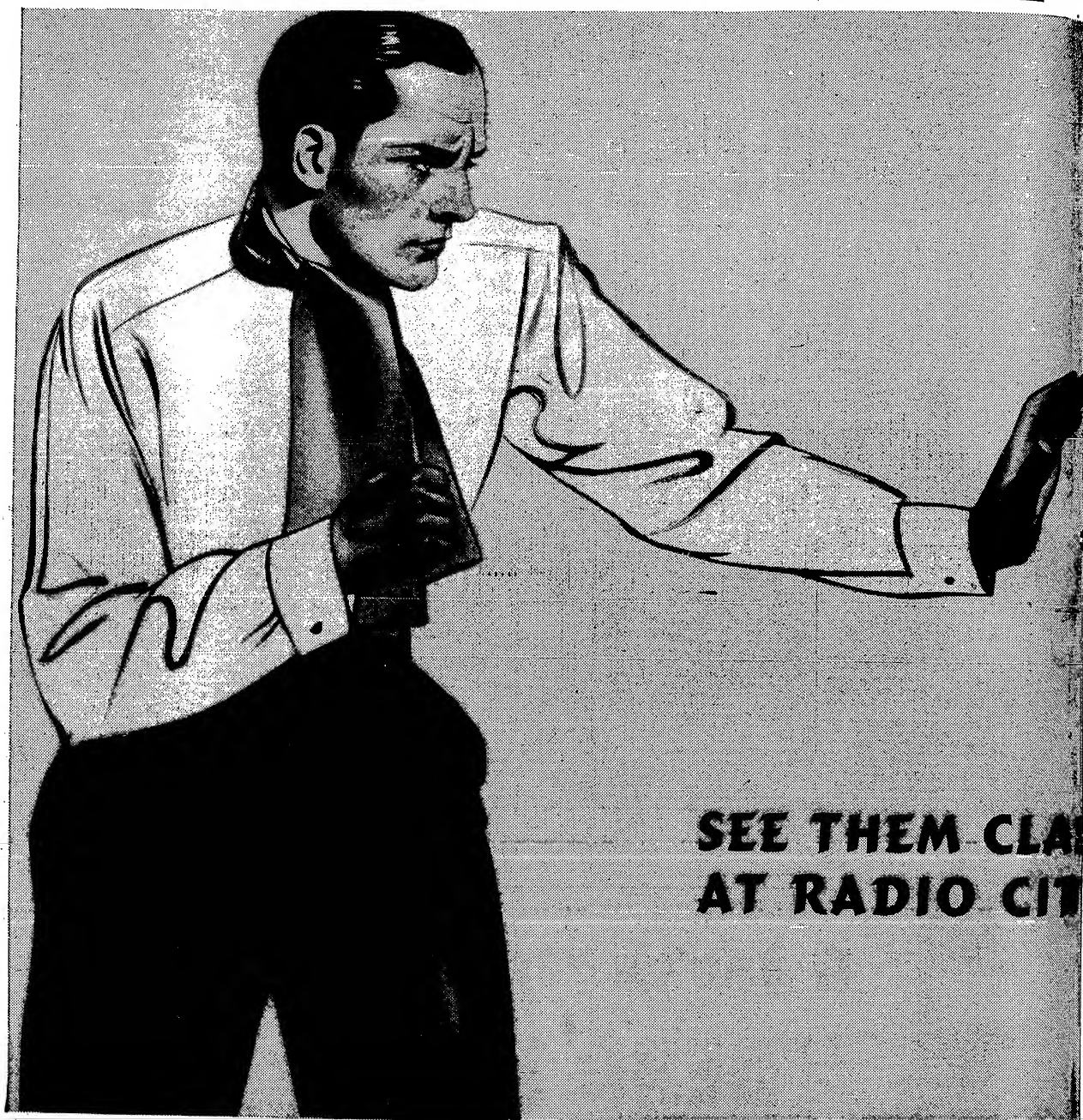
'Chippendale,' possessed of some experience in theatricals, is of a rather resonant voice and of poise, would do better if remaining himself.

Jaco.

If you've reached a
"DEAD END"
in this great market
... try

WCAU

50,000 WATTS PHILADELPHIA



SEE THEM CLASH
AT RADIO CITY

Selznick Inter

CAROLE LOMBARD

Nothing

DAVID O. SELZNICK'S *Sensation*

with **CHARLES WINNING**

Screen play by **BEN HECHT** • Directed by **WILLIS GOLDBECK**



WH TOMORROW
Y MUSIC HALL!

national presents

★ **FREDRIC MARCH**

Sacred

al Comedy in **TECHNICOLOR**

WALTER CONNOLLY

W. A. WELLMAN • Released thru United Artists

Audience Shows Increase in Montreal; Sound Equipment 40% Over U. S. A.

Montreal, Nov. 23. Demand for audience shows has grown so rapidly here, especially amongst the French-Canadian element, that CKAC production department will operate one theatre 1,200-seater, and six halls, seating capacity ranging from 200 to 1,500, this season. Last year only three shows were broadcast outside the station studio.

Drawing power of audience broadcasts has been amply demonstrated by overflow attendance. Shows will be broadcast regularly this season at the Chateau Theatre, 1,200-seater, Jesu Hall, 1,500-seater, Sun Life Insurance Co. Bldg., Palestine National, Salle Doree (Mount Royal Hotel), Tudor Hall (Ogilvie's Dept. Store), and St. Sulpice Hall.

Theatre and halls have to be fully equipped for broadcasting with mikes, loud speakers, etc., at least ranging from 40% to 45% higher than the same equipment sells for in the U. S. A.

Belanger Replaces Le Page
Quebec, Nov. 23. Edwin Belanger, chief of Europe winner, local orchestra leader, has been added to the CKCV staff as musical director, replacing Paul Le Page.

Australian Girl Spieler Sister of Paramount Exec

Leona Deane, 23-year-old announcer on Station 2-CH here, is only female radio speller in Australia. She has been in radio for about two years, but previously has worked largely as script writer. Miss Deane is sister of Albert Deane, with Paramount's foreign department in New York City.

British Batoners Elect

London, Nov. 11. A. M. Wall was elected first president of the Dance Band Directors Assn., which was formed Nov. 4. Henry Hall and Bert Ambrose are vice-presidents; Jack Hyllon, treasurer, Jack Payne, trustee and C. A. Mackay, secretary.

Executive council is Roy Fox, Billy Cotton, Joe Loss, J. Jackson, Lou Frazier, Billy Merrin, J. Wilber, L. Collins, Jack Harris, Sidney Lipton, Lew Stone, Debroy Somers, Harry Roy, Louis Levy, Alec Freer, Gerald, Marius Winter, Howard Baker, Herman Darewski, Peter Fielding.

News in Dialect

Fargo, N. D., Nov. 23. WDAP program director Ken Kennedy does a daily five-min. newscast couched in Norwegian dialect. Proving great, click with local Norsemens. Foreign-born can understand the commentaries better when done in idiomatic form than in the king's grammar and pronunciation.

THIRD WEEK OF HAVANA HUDDLE

Havana, Nov. 23. Delegates got down to biz during the third week of the Inter-American Radio Conference. Talks on shortwave bands and a huddle of the North American Region subcommittee behind closed doors. Although many delegates were planning on going back home today, it is doubtful if the confab will washout on Nov. 30.

American observers are waiting for the outcome of the North American Region get-together. This commish includes Cuba, Mexico, Santo Domingo, Haiti, United States, Canada and Newfoundland, and is trying to solve the puzzle of the allocation with clear, regional and local channels, directional antennas, etc.

Comm T. A. M. Craven's plan for allocation to each country in this region is being microscoped by the delegates who have been giving it the works for the past five days, but the general impress is that the love-dovey feeling characteristic of this parley will keep everything pleasant. Probably early next week this subcommittee will submit to the general committee I-B (Broadcasting) (Continued on page 63)

FRANCE'S SIDE HOPS ATLANTIC

Montreal, Nov. 23. Importance of reaching American and Canadian listeners with the Franco-British interpretation of the international political situation is foreshadowed in the announcement from the Consulate General for France here that broadcasts from Paris are soon to be made available to shortwave listeners of eastern Canada and the eastern United States. French consulate will keep informed of results obtained.

Experimental shortwave broadcasting was started Nov. 7 with the opening of a new powerful transmitter at Essarts-le-Roi, near Paris. Tests are being made at irregular hours until further notice.

Tokyo, Shanghai, India Will Get California's DX Via Gen'l Electric

Schenectady, N. Y., Nov. 22. Granting by F.C.C. to General Electric of permission to erect the first short-wave transmitter in the United States west of the Mississippi River—at Belmont, Cal.—will bring about not only virtually 24-hour short-waving from America, but will provide broadcasting service to the Far East—something heretofore not possible with a degree of regularity—and will carry into the Orient many of the best NBC red and blue web programs. Will be completed for use late in 1938.

Equipped with the latest type directional antenna, the beams directed to the Far East and South America, the California transmitter will be on the air from midnight to six a.m., EST. This schedule should shoot programs into Manila from four to ten p.m.; Tokyo, from five to eleven p.m.; Shanghai, from four to ten p.m.; Calcutta, from one to seven p.m., and Sydney, from six p.m. until midnight.

Canada's \$3,000,000 Year

Quebec Grosses Around \$1,000,000 for Time Sales During 1937

French Canadians Like Quebec 'Professor Quiz'

Quebec, Nov. 23. Professor Quiz's French prototype, Prof. Tuck, is the biggest thing to hit radio fans in this territory. Originally tried out from the stage of the Capitol (F-P) Prof. Tuck failed to appeal and was turned down by the theatre management for further booking. Novelty production was then broadcast direct from CKCV with turnaways resulting at the station studio. Studio production at CKCV will show 100% increase over last year with time sales running approximately 25% higher for the first 10 months of this year.

CKCW, Moncton, Spruce-Up
St. John, N. B., Nov. 23. New studios were recently opened by CKCW, Moncton, successor to CNRA. Expansion was directed by James A. White, engineer of station. A special program was arranged for the formal opening of the new quarters. J. L. Black is president and H. M. Wood is manager of CKCW.

In Canada

Jack Emerson joined announcing staff of CKWX, Vancouver, Np. 20.

Charley Charbeles, of CHET, Sherbrooke, in Montreal, on biz.

Aubrey Frazer back at the mike at CKEL, Toronto, after three-week illness.

Bruce McLeod placed in charge of production at CFCB, North Bay, Ont.

De B. Holly producing 'Crooked House' mystery script serial, on CHSJ, St. John, N. B. Program will run 13 30-min. periods.

CHSJ, St. John, carrying 'Community Sing-Song' by N. B. Pauzer Co. Program is weekly 30-min. show aired from Capitol theatre.

Miller Hockey Club, Moose Jaw entry in the Saskatchewan League, buying five-min. periods on CHAB to plug the team and swell the gate.

Bill Brown, Jr., and F. J. McQuaid added to announcing staff at CFCY, Charlottetown.

CKCW, Moncton, N. B., starting new studio party program in December with talent including Gay Felton, Bill Killam, Virginia Howard and orch directed by Whitney Haines. Earl McCarron will produce.

Paul Corbell has been appointed production manager for station CJBR, new CBC outlet at Rimonski.

Montreal, Nov. 23. Gross time sales by radio stations, independent and Canadian Broadcasting Corp. outlets, will cross the \$1,000,000 mark in the Province of Quebec if volume continues at approximately the same rate as during the first ten months.

Business for the first 10 months of the fiscal year shows an increase of about 25% over last year for the same period. There is some possibility of a slight tapering off during the last two months of the year, but it is not expected to make a great deal of difference in the annual total.

It is estimated that CKAC French-language station hooked up with CBC, draws almost 50% of the total volume of business here with CFCF, 500-watter next in line, CBC outlets and independent stations at Chicoutimi, Three Rivers, Quebec, etc., splitting the balance.

Total radio time sales throughout Canada this year are expected to be in the neighborhood of \$3,000,000.

CANADA MAY NIX KILLJOYS

Montreal, Nov. 23. Reports here indicate that the Canadian Broadcasting Corp. will probably reject the demands brought by the Lord's Day Alliance and Ligue du Dimanche that the CBC limit commercials on Sundays to bare mention of sponsor's name and bar professional sports broadcasting altogether. Blue Sunday delegation claimed that sports broadcasting tends to distract the mind from churchly channels.

It is understood that the CBC will deny the request regarding commercials on the grounds that if the CBC doesn't hook up with the U. S. stations there is nothing to prevent listeners from tuning in direct to the stations on the other side.

In regard to professional sports broadcasts on Sunday, it is pointed out that there has been little abuse, sports broadcasts being few with none at all in most districts.

Far-Away 100-Watter Opens

Saskatoon, Sask., Nov. 23. Premier Bracken of Manitoba, remote controlled from Winnipeg, Man., to open new 100-watt CFAR at Flin Flon, on Manitoba-Saskatchewan border. Arctic Radio Corp. operates station which is in lonely mining town. Local talent filled remainder of two-hour opener.

Station is one of many new 100-watt type being licensed by CBC to service outlying sections which can't be reached otherwise.

FLASH! WFBL

FIRST with the News of the OLEY, CROWLEY & GEARY CAPTURE

FIRST with the news of the capture of the three jail-breaking O'Connell kidnappers FIRST with the air interviews giving the personal story of the kidnapping, plus interviews with police officers, the tip-off men and others close to the scene of the capture. And FIRST with the running story of the hunt... with original reporting... with INS reports... and with all-night communication bases in New York State Police. As usual, WFBL gave its listeners the most complete story—and gave it FIRST. Here's the thrilling record:

NOV. 16 (3:10 A.M.)—Convicts Oley, Crowley and Geary escaped from the Onondaga Penitentiary, forcing Keeper Hayes to accompany them.

(7:00 A.M.)—WFBL flashes news of the escape.

(11:15 P.M.)—Keeper Hayes interviewed over WFBL. NOV. 16 (in the evening)—Henry King kidnapped by escaped convicts, who force him to feed them at his home.

NOV. 17 (2:35 P.M.)—Oley and Crowley captured in a rooming house by City Policemen Robert Holland and Harold Kelley—result of a tip-off by Ivan Whitford.

(2:35 P.M.)—WFBL flashes news of capture.

(4:00 P.M.)—Miss Norma Gray, who lived in the rooming house, and Mr. and Mrs. Henry King, the unwilling hosts of the kidnappers on the previous night, interviewed over WFBL.

(5:00 P.M.)—Policemen Holland and Kelley, who made the capture, interviewed over WFBL.

(6:25 P.M.)—WFBL flashes exclusive story that District Attorney Martin will call a special grand jury investigation.

(7:30 P.M.)—WFBL requested by State Police to act as communication center for State Police cars. WFBL remains on the air all night to render this service.

NOV. 18 (10:00 A.M.)—Tip-off man Ivan Whitford (just released by police) and his wife are interviewed by WFBL.

NOV. 18 (2:50 P.M.)—Oley and Crowley leave for Albany Jail.

(2:53 P.M.)—WFBL flashes news of Oley and Crowley departure.

NOV. 18 (4:35 P.M.)—Geary captured by City Policemen Thomas Lewis and tip-off man Casper Mirra.

(5:15 P.M.)—Policemen Thomas Lewis and tip-off Casper Mirra interviewed by WFBL.

NOV. 19 (5:30 P.M.)—WFBL sums up the entire case by personal interviews with Lieut. Dillon of State Police, Sheriff Auer, First Deputy Sheriff Schmidt, Captain Humphreys of Syracuse Detective Bureau, Captain Arnold of Radio Division, Syracuse Police, and Detective Sergeant Casper.

- FIRST with the News
- FIRST with Listeners
- FIRST with Advertisers

WFBL IN SYRACUSE



- With no inducement but results, no motive but profits, Cain's along with scores of other local and national advertisers spend more money year after year with WKY than with all other Oklahoma City stations.

WKY Oklahoma City

• AFFILIATED WITH THE OKLAHOMAN, THE TIMES AND THE FARMER STOCKMAN
NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

RADIO SHOWMANSHIP

(Attention-Getters, Tie-Ups, Ideas)

Outstanding Stunts

VOX POP SANTA CLAUS.
CKWX, VANCOUVER.

Santa Claus Vox Pops Vancouver. CKWX tomorrow (24) resumes for the fourth consec season its pre-Christmas 'Santa Claus in Street series. Program is a vox pop, with twist in that all who want to have quizzes hurried at them must first drop a contribution in a box. All proceeds go to Vancouver charities. Fred Bass, CKWX program plotter, handles the vox popper.

Springfield, Vt.

Joining WNBX via WSyr, Nick Carter has for first assignment impersonation of Santa Claus on a series of nightly broadcasts sponsored by Business Men's Division of Springfield Chamber of Commerce. A new angle to the Saint Nick business: a reception for Carter by City fathers at the railroad station, WNBX broadcasting the arrival, built up via a series of preliminary salvos, supposedly from the North Pole.

Program setup also has a different twist. The reading by Carter of kids' letters passed through an 'automatic device' which buzzes if the particular youngster has been misbehaving and which rings a bell if he has been conducting himself circumspcctly. Buzzing is designed to make the kid feel contrite, after which missile goes through the mill again and sounds the bell. Santa then remarks he understands Johnny has turned over a new leaf.

KLZ's Giant Herald

Denver. KLZ, Denver, has issued a giant-size herald printed in four colors to highlight and ballyhoo its programs, national and local. It resembles a film company press sheet or a billboard poster. Marks the show biz influence in this station's exploitation.

WCPO's Scavenger Hunt

Cincinnati. Scavenger hunt idea has a part in a new series of programs, dubbed Musical Merry-Go-Rounds, which started Monday (22) on WCPO. Silver dollars are offered as rewards to six persons arriving first at the station's studio, on the ground floor of the Keith building, with sundry items called for by Jimmy Ward, singing m.c., provided they get there before the close of the hour program. Stint is from 11 a.m. to noon, Monday through Friday.

Other talent includes Harry Ogden, organist; Hoosier Stringbusters, male hillbilly trio; Jane Northmore, pop pipster; and John King, tenor. Salesmen of the Scripps-Howard station sat through the initial shot, James Hanrahan, general manager, wanting 'em to get sold on the thing before peddling it to sponsors.

AT PRESS TIME, TODAY—

Variety Census of WHDH Program Directors Already Obsolete

Boston, Nov. 23. WHDH has gone and done it again. Two issues ago, VARIETY carried a story on WHDH having eight program directors within 16 months. The day before the paper hit the stands, WHDH lifted Fred Garrigus from the program director's berth and sent him back to the speling roster.

Ken Wilson, musical director, was reelected in that chair of program builder-upper.

Record now runs, nine program directors in 16 months—two fem, seven male.

Gordon-Marsh Xmas Show

Boston, Nov. 23.

Kasper-Gordon Studios, Boston, engaged for the fifth year, to build Christmas show for Jordan Marsh, Boston's largest department store. Harry M. Frost agency did the contract.

Series will be quarter hour daily, live talent show till Xmas, tagged Jordan Marsh's Santason with Bobby and Betty. Show has cast of 14. Jordan Marsh goes in big for Christmas promotion, preceding the toy department opening with a parade of thousands along Hub streets—clowns, bands, magicians, inflated giant balloons, elephants, circus acts, animals, etc., and which is generally witnessed by approximately one million people.

Runyon on Tour

Washington, Nov. 23.

First stop on inspection tour of CBS-owned stations was made at WJSV this week by Melford R. Runyon, network v.p. Combining business with pleasure.

Runyon attended National Press Club dinner for President Roosevelt and was guested himself at luncheon for two-score radio people and newspapermen tossed by local station execs.

WCAU's Migratory Staff

Philadelphia, Nov. 23.

Itchy feet hitting execs at WCAU. Among wanderers is Doc Levy, prez, who's been spending much time in Washington; Stan Lee Broza, program director, whiling away hours in New York; Bob Street, commercial manager, making a biz swing through midwest; John G. Leitch, technical director, attending confabs in Havana.

Ike Levy, v.p., taking things easy in Hollywood.

'Music to Read By'

WHN, N. Y., as an experiment, is carrying a weekly 60-min. e.t. musical labeled 'Music to Read By.' Program is what its title connotes, comprising unobtrusive concert selections sans any announcements for the hour. Gene Ford designed the show.

Listeners are asked to comment on the idea.

HEARST MGRS. HOLD 3-DAY SEMINAR

Oklahoma City, Nov. 23.

Publicity, production, sales and merchandising men connected with Hearst Radio, Inc., stations in the southwest met last week in San Antonio to perfect co-operative plans for better operation of individual stations and the group as a whole. Neal Barrett, KOMA g.m. here, attended.

Present were representatives from KOMA, KTSA, WACO and KNOW including Joseph Pate manager of WACO and KNOW, H. C. Burke, manager of KTSA.

Meeting lasted for three days and as a result stations now have a more complete mechanical service with each station working with the other through Elliott Roosevelt, director of Hearst Radio, Inc. in the southwest. All stations center developments and suggestions with Roosevelt who keeps in constant telephone communication with each member of the group. Roosevelt directed the conference.

Plans were developed for better control room operation and methods of co-ordinating the work of departments to smoothly present programs.

Outgrowth of the plans will probably be formation of a distinct regional network to be offered advertisers in economic coverage of the southwest.

CKLW Prod. Job Open

Detroit, Nov. 23.

Frank Ryan, manager of CKLW, looking for a new program director to replace Art Sutton, who recently left to do production work for G. A. Richard's Beverly Hills station, KMPC.

Has given New York and Chicago circles the o.o. so far, and is at present on another jaunt, but to date has been unsuccessful in lining up what he wants in the way of an idea man.

Kelly Smith and Howard Meigham, of Radio Sales, in the Twin Cities the past week contacting Northwest accounts.

Inside Stuff—Radio

Hollywood-made transcriptions of Community Chest were rejected by station WBBM, Chicago, because of CBS' rigid rule against use of discs by its net outlets and not because of any alleged poor quality of transcriptions, it is now stated. Station building its own program from artist bureau with aid of J. Walter Thompson.

At recent American Federation of Radio Artists meeting and entertainment held in Chi, high spot was termed an actor's impersonation of what was announced as an NBC producer. General opinion was that the impersonation was actually of a Blackett-Sample-Hummert man doing a Columbia show.

Coincidence has Crawford Clothes underwriting WOR end of George Jessel Sunday show and Clavford Laundry patronizing Walter's shot of same in Bridgeport-New Haven sector. Since both exhalers have listeners through Connecticut's rca, unfortunate conflict has developed.

In VARIETY's review of 'Dr. Christian' (Jean Hersholt) program on CBS, Nov. 10, one of the supporting cast members was erroneously mentioned as being 'Marie Cannell.' Noreen Gammill played the role. She's a standard film and radio actress on the Coast.

Wife of Major Edward A. Davies, newly appointed sales chief at WIP, Philly, is Thelma Melrose Davies, soprano, first soloist ever to sing over WIP, way back in 1922.

Westbrook Van Voorhis, the March of Time line-puncher, is campaigning to get away from his nom de radio, Hugh Conrad. New Yorker magazine gave him a story last week.

GROOM 92 takes BRIDE 87 in first slave wedding ever broadcast



WBT broadcast undoubtedly

the only slave wedding ever to be put on the air. On a Sunday afternoon

last month in the Ben Salem Baptist

Church (colored), 10 miles outside of Char-

lotte, N. C., Uncle Righteous Lawrence, 92, took Aunt Martha

Kirkpatrick, 87, as his lawful wedded wife. The groom was once

a slave on the Squire Biggers Plantation at Rockhill, S. C.—the

bride was the former slave of Squire Robinson. ¶ WBT's alert

special events crew was there to interview the happy couple as

they left the church. When asked what his plans were, the

bridegroom admitted he was now going to settle down and raise

a family. The bride blushing put her eager husband off with,

"You-all go along now wid dat dere talk." ¶ It was a swell broad-

cast. Everybody liked it—if we may judge from the letters and

phone calls that poured in. It's *shows* like this, as well as the

Columbia Network schedule, that make WBT the most listened-to

station in the Carolinas. Shows like this that spell the slogan:

"The SHOWMANSHIP Station of the Nation"

WBT

WBT, Charlotte, N. C. Owned and operated by the Columbia Broadcasting System and represented by RADIO SALES. Set the dial of your radio at 1080—and listen to WBT direct.

Showmanship Chart

DECEMBER, 1937

(Showmanship being largely dependent on stunts, tie-ups, etc., in connection with established holidays and events VARIETY herewith presents a calendar for the month of December. This calendar is published monthly from material copyrighted by the National Retail Dry Goods Assn.)

SPECIAL WEEKS DURING DECEMBER

International Golden Rule Week, Dec. 5 to 11; sponsored by the Golden Rule Foundation, 60 East 42nd St., New York City.

SPECIAL DAYS DURING DECEMBER

(3) Illinois admitted to the Union in 1818.
(4) Birthday of Thomas Carlyle, author, in 1795.
(5) Repeal of the 18th Amendment in 1933; International Golden Rule Sunday.
(7) Delaware joined the Union in 1787.
(10) Mississippi joined the Union in 1817.
(11) Indiana joined the Union in 1816.
(12) Pennsylvania joined the Union in 1787.
(14) Jewish Fast of Tebet (Tebet 10; begins sunset previous day); Alabama joined the Union in 1819.

(16) Boston Tea Party, 1773; birthday of Beethoven, 1770.

(17) Birthday of John Greenleaf Whittier, 1807; Wilbur Wright's first flight, 1903.

(18) New Jersey joined the Union in 1787.

(21) Forefather's Day (landing of the Pilgrims at Plymouth, Rock in 1620; celebrated mainly in New England); Winter begins for Rocky Mountain and Pacific Time Zones.

(22) Winter begins in Eastern and Central Time Zones.

(25) Christmas Day.

(28) Iowa joined the Union in 1846.

(29) Texas joined the Union in 1845.

(31) New Year's Eve.

Sales promotion note: December accounts for an average of 15.1% of the department store's annual sales, which is as big a volume as October (second biggest month) and February produce together. Practically all department store lines sell at high volume during this month, the chief exceptions being millinery, wash goods and patterns.

NEW YORK'S No. 1 SHOWMANSHIP STATION
Thousands of additional potential customers are dialing 1010 each day for the extra big programs offered by WHN. With the start of the new broadcasting season, WHN's shows are greater than ever!

WHN

Affiliated with Loew's Theatres and the Metro-Goldwyn-Mayer Studios

1540 BROADWAY
NEW YORK CITY

McFarlane-McNinch Clash On Payne Ouster; Thad Brown Case Threatens to Become Famous

Washington, Nov. 23.

Refusal of the Federal Communications Commission to discuss the ousting of Commissioner George Henry Payne from the recent Segal-Smith disbarment trial this week set the stage for more Congressional brick-throwing at the broadcast news.

With a dispute over historical facts in progress, Congressman William D. McFarlane of Texas was pondering a defiant reply to his week-old letter asking the commission to reconcile its cold-shouldering of Payne with a previous decision of the old Federal Radio Commission that it lacked similar authority to prevent Commissioner Thad H. Brown from participating in a hotly-contested case involving additional power for WNYC, New York. Texas Democrat, who has been the most persistent Congressional critic of the F. C. C., indicated he was far from satisfied with the unwillingness of Payne's colleagues to explain why they felt he should be barred from voting on the question of punishing Paul M. Segal and George S. Smith for alleged misconduct.

While McFarlane made a direct demand for information whether the F. C. C. had knowledge of the five-year-old incident involving Commissioner Brown, the answer to the congressman, which was sent in the name of the entire commission, although not examined by all members, threw no light on the proceeding.

(Continued on page 63)

QUILLIAM ENTHUSIASTIC

Believes Spokane Regional Meeting a Model for NAB

Seattle, Nov. 23.

That the meeting of the Northwest Units of NAB at Spokane last Saturday may be the starting point in the reorganization of the entire trade association setup is the opinion of W. J. Quilliam, manager of KIRO. Thinks Spokane meeting accomplished more in afternoon and evening than was ever accomplished for a much longer period at the national sessions of the NAB.

Quilliam said the representation was one of the best to his knowledge for a like gathering anywhere.

SKELLY 'COURT' EXTENDS TO KLZ AND KVOR, COLO.

Chicago, Nov. 23.

Beginning Dec. 5, the Skelly Oil 'Court of Missing Heirs' switches from their Columbia Monday night dinner time spot to the 9:30-10 p.m. Sunday hour on the same net, and will add KLZ, Denver; KVOR, Colorado Springs; and WMBD, Peoria.

This will be the spot following Zenith Foundation show which has its first CBS showing on same night, transferring from NBC.

CKCK's OWNER PUTS OVER AMATEUR SHOW

Regina, Sask., Nov. 23.

Leader-Post newspaper, owner of CKCK, Regina, and Saskatchewan Farmer (weekly), has sent Bruce Hendon out into countryside to stage amateur nights in every town, one a night. Entrance can only be gained by having subscription to weekly, costing half a buck. Despite crowds, reaction tremendous and Hendon so great Hendon is being sought by small town boards of trade to visit. After picking winner in about six towns, Hendon takes bunch to Regina studios for airing Saturday a.m.

Seattle E. T. Series

Seattle, Nov. 23.

WECO, local transcription plant cutting each 'Modern Miracle' episode as it is aired, over KOL for 26 Mutual-Don Lee circuit. Platters are an order of James Lunke for Chicago Engineering and Air Conditioning Co.

Gene Baker, handling the live talent for the shows, 26 in number, is local manager for WESCO as well as rep for Lunke.

Lunke, who was here from Chicago for four days to start 'Modern Miracles' airing over Mutual-Don Lee web, returned eastward Sunday.

Les Joy Exposed as Basso

Philadelphia, Nov. 23.

Les Joy, gm. of KYW, came out of a long silence this week to be revealed as a prominent basso. He was elected to membership in the Orpheus Club, Philly's oldest chirp group.

He sang with the club 10 years ago, but missed becoming a member by moving to New York. Also warbled, it was learned, with old Savoy Company before the war, and was a Mask and Wigger at Penn.

X Marks Spot

(Continued from page 1)

programs has shot up fees more than 60% in recent months. Some of coin demands of front pagers would be ludicrous if there was not so much counter-bidding.

Nonentities who crash the front pages by accident ask up to \$600 per airway shot plus fares and a pair of tickets to 'I'd Rather Be Right.'

'Currently 'We, the People,' 'Gang Busters,' 'Bob Ripley's Believe It or Not,' 'Radio Newsreel,' and Charles Martin's 'Thrill on Philip Morris' are after these people in the news. Occasionally, some types are sought for 'Hobby Lobby.'

Jailor's Day of Glory

Recent case in point was the capture of the Syracuse kidnapping jail breaker. Few hours after news of their re-arrest was flashed, the various programs had agents and representatives on the ground to signiture those figuring in the capture.

All five air shows got somebody. Janitor who captured two went to Martin's thrill broadcast. Parking lot attendant who tipped cops to the ringleader was signed by Radio.

WFBL's Scooperoo

Syracuse, Nov. 23.

Station WFBL here cleared all decks and concentrated on the news event of the hour last week. Escape of the three Federal prisoners, Geary, Oley and Crowley, set this district on its ears. And WFBL went after those ears.

Station reported its score as inclusive of a world-beating scoop on the recapture itself and the first radio interviews with all the major personages involved in the case. WFBL timed its news flash as five minutes after the event itself.

Enoch Squires and Bud Kenefick, Jr. with part-time assistance of the whole staff, rode herd on the story. Persons, some of them still under guard, went from police to WFBL mikes.

Getting itself appointed official broadcasting station for the hunt under New York troopers, WFBL held siege 42 hours.

Newsreel. Farmer who drove trio around Syracuse was landed by Bob Ripley. The cops figuring in affair and the prison guards went to other two programs.

Top money noted recently was the \$600 paid to the white wife of the Rajah of Borneo on Ripley's program Sunday (21). Services of Mrs. J. F. Crater were widely sought and Radio Newsreel virtually had to keep her under lock and key for her appearance last Sunday (21). With all five programs trying to get somebody from crew of Greek ship that sunk about 12 days ago, they finally concentrated on one sailor who could speak English. He lost his teeth in the water during disaster, and his radio chat had to be postponed until he got a new set.

Idea of self-estimates concerning value to radio shows was discovered during the Maine G-man shooting a month or two ago. Storekeeper important in episode at first asked \$1,000 on the line or no dice. He wound up by getting \$250.

Trend towards grabbing news personalities has wised up station managers and news directors of smaller stations. When a national news story breaks, they immediately sign nature everybody in sight. Result is that often program agents have to biz through them.

Mason City, Ia., Nov. 23.

KGLO's north Iowa Forum broadcast opposing attorneys in a 'blood test' drunken driving case just completed at Hampton, south of Mason City. Case involved stirred interest

WOW-WIBW FEUD STALLS COURT TEST

Omaha, Nov. 23.

Hearing on case of WOW vs. WIBW over exclusive broadcasting rights which arose at national con-bunking meet early this month at Marshall, Mo., scheduled to day at Miami, Mo., has again been postponed.

Poster May, WOW newscaster; Bill Wiseman, station promotion man, and battery of insurance company attorneys, will accompany John Gillin, station manager, to scene of courtroom contest.

Hearing is on case originally set for Nov. 9, but which has been thrice postponed. Case arose when WOW at first refused to join group of midwest stations headed by WIBW in broadcasting event, and later decided to cover independent end with mobile unit. WIBW, claiming exclusive broadcast rights, succeeded in keeping May and staff from broadcast site with technical charge of trespassing and forcible entry against May's attempt to test from field night before contest.

No restrictions on NBC men and pressmen at contest were imposed by WIBW and associates, and WOW is thoroughly contesting WIBW's action as discriminatory and illegal. Although May accomplished broadcast from field adjoining contest site, station claims event was of news value and WIBW's action interfered with freedom of press.

Manager John Gillin has stated WOW will carry case to highest tribunal if necessary, primarily as a test case. Final ruling in WOW's favor will be followed by a charge of false arrest against WIBW and associates, who swore out warrant against May and two assistants.

Campbell, R. J. Potts In Detail Huddle on 'Ranger'

Chicago, Nov. 23.

Allen Campbell, general sales manager of the Michigan net and WXYZ, Detroit, was in town last week for confab with R. J. Potts agency of Kansas City and the Schulze bakery for final negotiations on 'Lone Ranger' sponsorship by the baking company in Des Moines, Kansas City, Omaha, Cedar Rapids, Peoria and Springfield.

Likely that the set-up will include the use of Mutual lines and stations.

Tom Wallace to Hollywood

Chicago, Nov. 23.

Tom Wallace joins the Russel M. Seeds agency as manager of its Hollywood office.

Calvert Haws will continue to produce the 'Hollywood in Person' sequence for General Mills.

because for first time in history of state, second time in U. S. history, 'blood test' was admitted by judge.

Subject debated was: 'Resolved: That the scientific blood test should have a legal standing in court in the trial of drunken driving cases.' This was probably most timely Forum ever aired on KGLO.

Atlanta, Nov. 23.

J. W. Woodruff, Jr., on behalf of WRBL, Columbus, WATL, Atlanta, and WGPC, Albany, has a deal on with Charles Zimmy, legless swimmer, to broadcast messages next month when Zimmy attempts to swim from Key West, Florida, to Havana, Cuba.

Zimmy has sold similar service to other stations in, other parts of country.

Get This!

There's Only One Radio Station
In Each of These Thriving Cities
In MICHIGAN

BAY CITY—WBCM
FLINT—WFDF
LANSING—WJIM
JACKSON—WJBM
BATTLE CREEK—WEIL
KALAMAZOO—WKZO
GRAND RAPIDS—WOOD WASH

These seven stations
and the key station
WXYZ, Detroit, com-
prise the Michigan
Radio Network. Just
analyze what this
means in terms of
dominating radio
coverage.

MICHIGAN RADIO NETWORK
Operates Just Like Coast to Coast Networks
WXYZ
KEY STATION
DETROIT
8 Stations in Michigan's 8 Largest Cities

W + O = RESULTS!

FOR RADIO ADVERTISERS

ZENITH RADIO CORPORATION

6001 DICKENS AVENUE

CHICAGO

OFFICE OF
E. F. McDONALD, JR.
PRESIDENT

November 8, 1937

Radio Station WLW
Cincinnati, Ohio


Gentlemen:

As you know, we have been on a coast-to-coast network using 69 stations each Sunday night from 10:00 to 10:30 Eastern Standard Time since September 5.

Your station WLW has done such an outstanding job for us that I just cannot let it pass unnoticed; therefore this letter.

Our program, as you know, is on the subject of Telepathy and Extra-Sensory Perception. On September 19 we offered to send gratis to anyone making the request, a booklet giving an outline of our subject -- Telepathy. There were no prizes offered -- no premiums. The audience was required to send in nothing but a letter or a postal card. The announcement was made only once over each one of the 69 stations and the audience was requested to address us in care of the station to which it was listening.

From your station WLW we received 25.9% of all the responses sent in to the 69 stations. This is outstanding and you are to be complimented on the popularity and responsive audience of your station.



Sincerely yours,


President

EFM*GP

Seek Short Cut Settlement Of Shortwave Bids

Washington, Nov. 23.

Short-circuiting of administrative red tape is planned in an effort to hasten Federal Communications Commission decision on three applications for the so-called Pan-American frequencies and permit use of these channels before the Cairo convention opens next February.

With distribution of the facilities among two or all of the candidates generally expected, the F.C.C. last week propositioned attorneys for World Wide Broadcasting Co. (WIXAL, Boston), General Electric Co., and National Broadcasting Co. to forego the right to rehearing before the full Commission and to waive oral argument on the record made a fortnight ago before the old Broadcast Division. Agency asked that the members who did not listen to testimony be allowed to study the transcript as a means of obtaining background for their votes and of speeding a final ruling.

Unsuccessful attempt to award the facilities before the Broadcast Division went out of existence, was blocked last week when Chairman McNinch begged for more time to go over the evidence. Since he was unable to sit in on the entire hearing, and because the case is so vital to American interests, he did not want to make snap judgment between the three parties.

Three-way split of the four channels looks like the solution to the problem. Because the frequencies are reserved for the U. S. Government, the Commission is in a quandary about the best way of parceling them out in view of the conflict between commercial and non-commercial applicants. Some members, apparently in the minority, feel that World Wide should have all of the berths since it engages only in cultural and educational operation. Others do not regard World Wide, which has the backing of the State Department and the Pan American Union, as sufficiently experienced and well enough equipped to deserve a monopoly.

Martin Tobin has joined KOBH, Rapid City, S. D., as p.a. and assistant program-planner.



It takes a well-stocked platter to see the family through a holiday dinner without skimping. And the only way to get a full measure of coverage in the Connecticut-Southern New England market is to use the station that's right for the job—WTIC.

WTIC does a thorough job of reaching all of Connecticut, and big slices of Western Massachusetts, Eastern New York as well as Vermont and New Hampshire. About 4,000,000 people are included in WTIC's primary and secondary coverage. As prospects for most anything you have to

F.C.C.'S WASHINGTON DOCKET

Washington, Nov. 23.

Shift from three-man to seven-man rule last week threw a monkey wrench into Federal Communications Commission machinery. Action on dozens of broadcast matters was precluded by lack of administrative mechanism combined with unfamiliarity of several members with record and policy angles of radio problems.

With three-year-old routine suddenly uprooted, the full Commission held two 'conferences' but no meetings for transaction of business. A few urgent matters were cleared up by circulating papers around the building. No effort to tackle any of the batch of broadcast issues, but initial decision-making session of the entire group is carded for this week.

APPLICATIONS RECEIVED

Washington, Nov. 23.

Florida: WFOY, St. Augustine, change frequency from 1210 kc to 590 kc, boost night power from 100 to 250 watts and make changes in antenna.
Indiana: Indianapolis Power & Light Co., area of Marion City, two new relay broadcast stations to be operated on 1646, 2090, 2190 and 2830 kc with 40 watts.
North Carolina: WGTM, H. W. Wilson and Ben Farmer, Wilson, voluntary assignment of license to WGTM, Inc.

Oregon: KBPS, Benson Polytechnic School, Portland, change hours of operation from sharing with KXII, Portland (one-seventh time) to unlimited. (Contingent upon KXII's application for frequency change from 1420 kc to 1110 kc being granted.)

Puerto Rico: WPRR, Mayaguez, change hours of operation from specified to unlimited.

EXAMINERS' REPORTS

Ohio-Pennsylvania: Desires of WSMK, Dayton, and KQV, Pittsburgh, transmitters now sharing nights, and operating simultaneously days on 1380 kc, to cut the apronsights and acquire unlimited time, were favored by Examiner Melvin H. Dalberg. Involved time-swap-

New at WNEW, N. Y.

Bud Rice, formerly of Cue mag staff, now is night news editor on WNEW, N. Y. Another change at same station is addition of Paul Kregg to production department. He formerly was with Benton & Bowles. Bill McGrath remains as production manager.

NBC-Blue net 'Farm and Home Hour' to be aired from Chicago International Live Stock Exposition in Union Stock Yards, Nov. 29-30 and Dec. 1-2-3. All talent, including Walter Blaufuss' orchestra, moved to stockyards arena for the airings.

'Motions Court' Seems Probable; 'The Boys' Are Wooing McNinch

Washington, Nov. 23.

Creation of a motions court to speed routine procedure and eliminate injustices in Federal Communications Commission administrative work was forecast this week. A conglomeration of other administrative innovations also is receiving attention from the Rules Committee.

Despite friction between the law department and other subdivisions of the staff, the motions court idea is practically certain to be put into operation as a consequence of abolition of the previous three divisions and the multiplication of work confronting the whole Commission. Step will enable the seven members to delegate many time-consuming matters and insure more regularity in routine operations.

Motions court probably will be an adjunct of the secretary's office and will have complete power to rule on a wide variety of matters. Unlike that it will merely make recommendations to the full Commission, since this would not materially relieve the individual members or speed up activities.

One phase of the novel move which remains undetermined is who shall take over this new function. Several proposals have been advanced, one that the presiding officer should be a single commissioner appointed for an indefinite period, another that the work should be delegated to different commissioners, who would take turns sitting to hear motions of attorneys and applicants, and a third that some examiner should be regularly assigned to this chore.

New branch would fill a serious need and please most of the Communications bar. Favoritism could be reduced to a minimum, jockeying for special advantages would be curbed, and delays would be shortened.

Work of this court would involve chiefly requests of attorneys. Motions to postpone or advance hearing dates, requests for permission to take depositions or to intervene, pleas for consolidation or separation of applications, leave to withdraw, and such propositions would come before the presiding officer.

In Order of Filing

Hand-in-hand with this reform, although a separate matter, is the idea

ping has handicapped both stations, Dalberg found, and has prevented the snaffling of commercial programs from possible clients. In addition to the change in hours of operation, both transmitters requested power jumps—WSBK asking for a boost from 200 watts to 250 watts nights, 500 watts days, and KQV requesting a switch from 500 watts to 1 kw.

Definite need for additional coverage exists in both areas, Dalberg pointed out, and neither transmitter is in a position to carry programs which have been suggested for the bettering of the service now rendered.

Only hitch, from the examiner's point of view, is the possibility of interference between KQV and WNBC, New Britain, Conn., which has an application pending for unlimited time with 250 watts nights and 1 kw days. New Britain station would receive interference to its 4.5 millivolt per meter contour anyway—if its request should be granted for night time operation, Examiner Dalberg explained. Granting of both the KQV request and the WNBC application would bring interference to the 9.1 millivolt per meter contour of KQV.

Hearing the applications of the Ohio and Pennsylvania stations jointly, Dalberg recommended granting of both appeals, providing directional antennas for night use are installed in both cases. Ohio transmitter is owned, except for two out of 800 shares of stock, by Stanley M. Krohn, Jr., president of the corporation and station manager. KQV Broadcasting Company is licensee of the Pennsylvania station.

Paul M. Segal, George S. Smith and Harry P. Warner appeared in behalf of WSMK, with George O. Sutton and James L. Proffitt acting in behalf of KQV.

Puerto Rico: Fifth station for Puerto Rico was indicated when Examiner Tyler Berry okayed request of United Theatres, Inc., for a new station using 1 kw power on 570 kc for San Juan.

With net worth of \$118,546, chain-theatre group—owned and operated by five Puerto Ricans, all citizens of the U. S.—proposed to construct a \$26,600 station which would bring in a prospective income of \$29,400 at a minimum rate of \$25 per hour. Protests of WNEI, already operating one San Juan transmitter and with an application pending for a second transmitter in the same town, were registered at the hearing. Interference to WNEI and the proposed United Theatres station would result from granting of both applications, but Berry gave United the inside track on the request.

Fontaine C. Bradley represented United Theatres, with Elmer W. Pratt outlining squawks of WNEI.

of scheduling hearings on applications in the order in which they are filed. Mounting criticism is heard that cases are held up—either deliberately or accidentally—in the legal and engineering departments, which sometimes results in serious injury to applicants and material advantage to rivals. Certain Commission lawyers have been accused by industry attorneys of rigging the docket, stalling by taking unnecessarily long time to prepare recommendations, engaging in needless letter-writing, and otherwise playing favorites.

Another sore spot is the practice of some counsel for applicants who deliberately retard proceedings by filing a succession of amendments, thus upsetting routine and, in cases where applications are consolidated for hearing, blocking prompt action on other requests.

Rule drafting has been complicated and slowed down by the wire-pulling by members of the committee. At the outset, the law department desired to dominate the work, a move which drew violent objections from other Commission attaches. More recently there has been considerable grand-standing in attempts to win the attention and favor of Chairman Frank R. McNinch, while bleat is heard that confidential matters have been made known to outsiders with a selfish interest in the way the regulations are overhauled.

Manny Marget Kicks Off

Moorhead, Minn., Nov. 23.

Moorhead's new station, 100-watt KVOX, gets its baptism in broadcasting with its bow on the air tomorrow (Thanksgiving).

Staff consists of Manny Marget, general manager; Bob Schultz, chief engineer; Emory Putnam and DuRand Hansen, mikesmen; operators, Al Monkkonen and Bill Hartho. Beatrice Grundford will run the office.

All-Family Trio

Knoxville, Nov. 23. WNOX carries a program which strictly keeps the talent in the family. T. Stanley Perry warbles, accompanied by his wife.

Station announcer assigned to the show is Larry Trexler, son-in-law of the baritone.

Advertisement

WFBR SCORES BALTO AUTO SHOW SCOOP

Exclusive show broadcasts add to "local flavor" prestige

Baltimore, Md. At the Baltimore Automobile Show, Radio Station WFBR walked off with promotion honors by scoring an "exclusive" on auto-show broadcasts.

The station launched 16 special show broadcasts—one a half hour program, the others 15 minutes. Some of these programs were broadcast direct from the Show by WFBR's "mobile broadcasting station" mounted on a trailer and truck. Others originated in WFBR's studios.

All of them helped boost the Show's attendance to record figures—and did a neat job of tying up the city's most popular station with the most important commercial event of the season.

WFBR leads Baltimore in automotive advertising

From October 15th to November 15th, WFBR led the town in automotive radio advertising—including "factory copy" and local dealer promotion.

PROGRAMS:

De Soto
Oldsmobile
Chevrolet

SPOTS:

Plymouth
Dodge
Chevrolet
Buick
Nash

DEALERS' SPOTS:

Pontiac
Dodge

"Mobile Radio Station" exhibited in operation

Widespread interest was attracted by WFBR's auto show display—the exhibit of their complete mobile broadcasting station mounted on a truck and trailer which is complete with studio, shortwave set and public announcement system, and which has toured the state, putting local news and special events on the air from the "front lines".

Once more—local flavor means local favor

The Auto Show tie-up was another in the series of WFBR "local flavor" showmanship stunts.

The two weeks prior to the Auto Show, Baltimore's "Food Show" sponsored by the Independent Retail Grocers of Maryland was held, and here again WFBR was the official station with exhibit at the show and broadcasts direct from the floor.

At the Maryland State Fair at Timonium in early Fall, WFBR also was the official station.

In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

WTIC

50,000 Watts
HARTFORD, CONNECTICUT
The Travelers Broadcasting Service Corp.
Paul W. Moroney, General Manager

Member NBC Red Network and Yankee Network
James F. Clancy, Business Manager
National Representatives: Weed & Company

CHICAGO DETROIT NEW YORK SAN FRANCISCO

Write today for our new 32-page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.

MORMONS OPEN PLEA BEFORE F.C.C.

Salt Lake City, Nov. 23. Probably no other religion in the United States, and for that matter the world, is so radio-minded as the Latter-day Saints (Mormon) church, which boasts of nearly 800,000 adherents and whose mecca is Salt Lake City.

Church, which already operates KSL, CBS-50,000 watt affiliate here, is hopeful the federal communications commission will grant it permission to construct one of the most powerful international short wave radio stations on the saline wastelands fringing the outskirts of this city.

Hearing on the application, on file for nearly a year, opened today (23) in Washington. Representing the church are Sylvester Q. Cannon, president of the Radio Service Corp. of Utah, operators of KSL; Earl J. Glade, Sr., station managing director and Eugene Pack, chief technician.

Proposed station, to cost approximately \$300,000 would be of sufficient power to reach any section of the world. Application is for separate bands during the early morning, at midday, and at night. No commercial programs would be broadcast over these bands.

KSL personnel and sustaining programs would be utilized. Station will also be available to representative organizations on authorization of church officials.

Following several years of experimentation, tentative site for the transmitter is adjacent to KSL on Great Salt Lake flats, about 15 miles west of here. Short wave station will be owned outright by the L.D.S. church.

With such a station, clergymen envisioned a near distant future when radio will supplant the old-fashioned street gospel meetings—backbone of the church missionary system. Church has been a consistent user of radio for more than a decade. Its Mormon tabernacle organ and choir broadcasts have been a major network sustaining feature since 1926.

Regional missionary headquarters of the church are located all over the United States, Europe, South Africa, most of the Pacific isles, South America, Mexico, Australia, Japan and China.

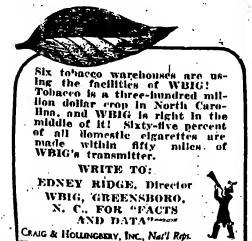
One of the principal arguments to be presented at the hearing for the proposal is that KSL can devote only a limited amount of time to church matters without disrupting national and local programs.

HAMILTON FISH'S IDEA FOR BROADCASTING

Representative (Repub. N. Y.) Hamilton Fish talks tonight (Wed.) over Mutual network, with WOL, Washington, feeding the 15-min. program.

In requesting time from Mutual, the Congressman explained he has been able to get a hearing to any extent on his ideas of government since Congress sat down for its special session last week. The Fish complaint is that he, in the Republican minority bloc, is having difficulty getting attention or the floor from the House Chairman in the overwhelmingly Democratic sit-in. Consequently wants to expound his theories on the radio.

RCA Glee Club of 40 male pipers premed series of concerts from KYW, Philly, on Sunday. Two more sessions will follow.



Six tobacco warehouses are using the facilities of WDBQ. Tobacco is a three-hundred million dollar crop in North Carolina, and WDBQ is right in the middle of it! Sixty-five percent of all domestic cigarettes are made within fifty miles of WDBQ's transmitter.

WDBQ, GREENSBORO, N. C. FOR "FACTS AND DATA"

CRANF & HOLCOMBE, Inc., Nat'l Reps.

Sykes' Special Job

Washington, Nov. 23. Administrative innovation to speed Federal Communications Commission action on emergency applications went into effect last week coincident with abolition of the Broadcast Division.

While legal questions have not been settled, for the present only a single Commissioner need be contacted to obtain special authorization for minor operations. Judge Eugene O. Sykes, former head of the abolished Broadcast Division, temporarily has been delegated power to pass on hurry-up pleas, but whether he will perform this function indefinitely has not been decided. Job may be rotated on 30 or 60 day basis to avoid burdening single individual with too much detail work.

Procedural change is of considerable importance to the industry, since it eliminates possibility of prolonged delay and inconvenience. Formerly two of the three division members had to initial all orders to conform with regulations requiring a quorum to act, but now a single scribble will be sufficient to authorize stations to operate or remain silent for brief periods, change equipment in operating emergencies, alter power for special reasons, or rebroadcast unusual spot news events, etc.

OHIO STATE, SLOCUM GET WEB SALUTES

Detroit, Nov. 23.

CKLW will feed to Mutual and supply entertainment for the 32d anniversary powwow of the Detroit Adcraft Club from Hotel Statler here Dec. 3. Fete will honor George M. Slocum, publisher of Automotive Daily News and ex-prez of local Adcrafters, who recently was elected prez of Advertising Federation of America.

CKLW will ship out half hour of powwow, from 9 to 9:30 p. m., highlighting speeches by club's founder, Henry T. Evald, prez of Campbell-Ewald agency; Toastmaster Harvey Campbell, head of Detroit Board of Commerce, and by Slocum.

Station's staff artists, who'll provide entertainment from 6:30 to 10:30 p. m., include Al Morrison's band and the Sleepy Hollow Vagabonds; Bill Lewis, Marion Shelby and Bobby L'Heureux, vocalists; Brown Sisters, piano twins; Reeves Sisters, warblers; Billy Hammond, accordionist; Elsie Massey, hooper; Toby David, mimic; Hal O'Halloran, announcer, and Joe Gentile, m.c.

Columbus, Nov. 23.

Ohio State Day, when Buckeye alumni in many cities get together to dine, wine and gab, will be observed with a coast-to-coast Mutual broadcast Dec. 3. Local portion of program will originate before audience in Ohio State Armory with pick-ups scheduled from Chicago, Detroit and Newark during half-hour program.

Football Coach Francis Schmidt, who'll be attending a Western Conference meeting in Chicago, will be cut in from there, with Charles V. Kettering, General Motors vice prez and Ohio State alumnus, speaking from Detroit. Tommy Riggs, a former OSU student, will do part of his 'Betty Lou' routine from the Mutual studios in Newark.

WHKC, local Mutual affiliate, will feed program to web from here. Station signs off at 7:45 p. m., however, and will be unable to carry show, which is to go at 9:30. Program will be broadcast here by university station, WOSU.

Bob French, WHKC production manager, is handling program.

Harold Hough's Speech

Oklahoma City, Nov. 23.

Radio advertising received a big part of the attention given advertising at the Tenth District Advertising Federation of America Convention in San Antonio last week. (Neal Barrett, former district governor and g.m. of KOMA here, was succeeded to the post by Michael Murphy of KXAS, Fort Worth, Texas.)

Harold Hough, treasurer of N.A.B. and owner of KTKO, Oklahoma City, was one of the speakers. Harry Boyd, National Merchandise Manager of Philco also spoke.

SALE PRICE, PRESS OWNERSHIP ISSUES MINUTELY DISCUSSED BEFORE COMMISH

'Excess Valuation' as Factor If Rate-Control Policy Established—Lawyer Calls Small Town Dailies' Logical Local Licensee—Exchange of Theories

Washington, Nov. 23.

Early promulgation of policy on public interest angle of station sales, potential monopolies, and newspaper ownership was foreshadowed last week during first oral argument on pending broadcast applications before the full Federal Communications Commission.

While no clear hint was given of the trend of thought, trio of lawyers attempting to convince the Commish to approve sales of KOOS, Marshfield, Ore., and WREN, Lawrence, Kan., underwent sharp quizzing, particularly at the hands of Chairman Frank R. McNinch, on extent of Commish jurisdiction and social aspects of these important issues. Another neophyte in field of radio regulation, Commissioner Paul A. Walker, formerly chairman of the eradicated telephone division, also followed the orating closely, interpolating several significant queries.

Price-tag phase of license transfers and stock sales seemed of greatest concern, although press and multiple ownership propositions were not overlooked in inquiries addressed to Ben S. Fisher, Paul M. Segal, and Arthur W. Scharfeld. At the wind-up Commish requested Fisher to submit a memorandum summarizing various points he made about the public interest considerations in transmitter deals, while other two barristers were requested to file briefs elaborating on scope of F.C.C. authority, over prices and meaning of anti-monopoly clauses of the Communications Act.

Challenges Price Bias

Extent of Commish power to disapprove station sales primarily on basis of objection to price was chal-

lenged by Segal, who argued in behalf of the WREN deal as counsel for the Jackman family, which owns the Lawrence plant. Conflicting philosophies were reflected by the lawyer and Chairman McNinch in several exchanges of views on the social consequences of transmitter peddling.

Doctrine of 'let the buyer beware' was enunciated by Segal, who contended that the sole concern of the government is whether the prospective owner will operate in the public interest. Neither the transfer itself nor the amount of money involved has any important relation to the public interest, he elaborated. Explaining present owners are willing to remain in the radio business, Segal insisted the Jackmans are entitled to receive any consideration they see fit to accept for their property. Reasonableness of the amount paid for the property does not matter to the Commish, in his view.

Indications of a different slant were given by McNinch, who was bothered about possible rate regulation. If the government allows sale of a station at an inflated price, the new chairman suggested, the Commish may be obligated, in the event that time charges are brought under Federal scrutiny, to allow stations to earn a fair return on an excessive valuation. Wondered whether ratification of a transfer for a price substantially greater than physical worth of the equipment wouldn't impose restrictions on the Commish.

With Segal maintaining that the cost element does not come within F.C.C. jurisdiction, McNinch wanted to know if, providing Congress decides rate cards should be controlled, licensees would not demand an opportunity to earn a profit based on what they paid for their stations in-

stead of on the actual worth. Also asked Segal what accounts for the difference between the valuation, materially under \$100,000, and the \$295,000 price. Attorney shrugged that this question is immaterial, with McNinch suggesting it reflects capitalization on the license.

Can't Wink at It

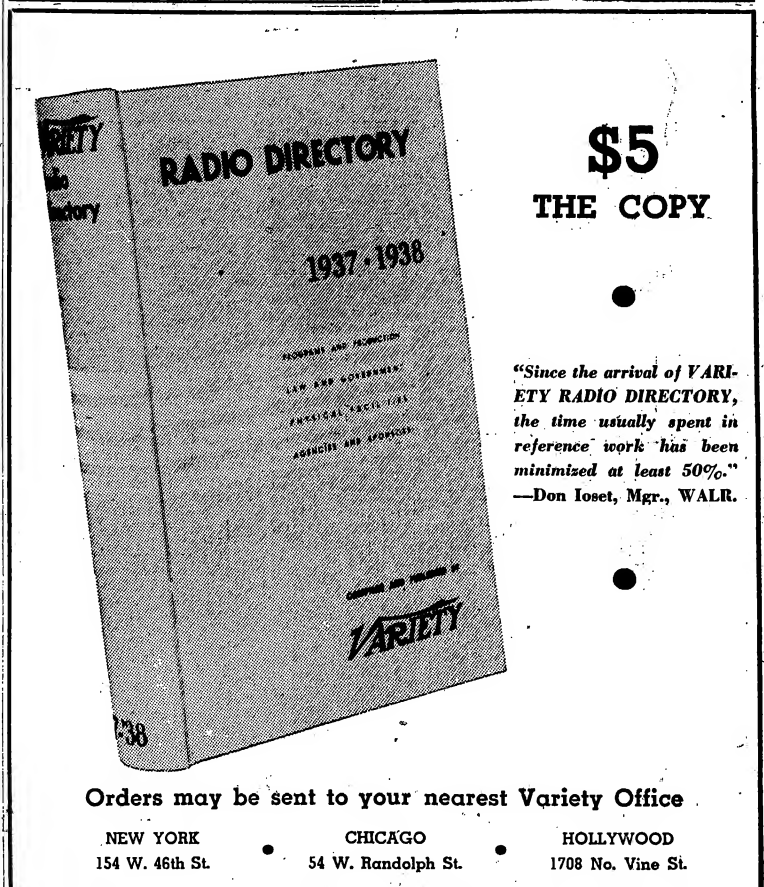
Direct warning that the Commish will continue to act as judge on reasonableness of prices closed the McNinch-Segal debate. Unconvinced, the chairman asserted the F.C.C. cannot shut its eyes to the amount of cash changing hands for station stock and equipment.

Possible compromise between the views of Segal and McNinch was suggested by Commissioner Norman S. Case, formerly vice-chairman of the non-existent broadcast division. Brought up the idea that transmitters have some 'pioneering value,' representing the original investment and development costs, above the physical worth.

Prospect that applicants for consent to acquire a station must make an affirmative showing that the public interest will be definitely promoted was raised by both Chairman McNinch and Commissioner Walker during Scharfeld's discussion of the monopoly question which originally was brought up by Examiner George H. Hill in an unfavorable report on the proposed WREN sale to the Kansas City Star.

Contending that the Commish has no right to discriminate against any group desiring to engage in broadcasting, Scharfeld challenged Hill's contention that Star control of two transmitters in Kansas City would be a step in the direction of monopoly. Pointed out that in several spots—notably Fort Wayne, Cleveland, Memphis, Washington, and New York—more than one plant is owned by a single licensee and interpreted the anti-trust feature of the communications law as being aimed at national, not local monopolies.

After discussion of this point, (Continued on page 61).



\$5 THE COPY

"Since the arrival of **VARIETY RADIO DIRECTORY**, the time usually spent in reference work has been minimized at least 50%."

—Don Ioset, Mgr., WALR.

Orders may be sent to your nearest Variety Office

NEW YORK	CHICAGO	HOLLYWOOD
154 W. 46th St.	54 W. Randolph St.	1708 No. Vine St.

Bulova Effects Atlantic City Deal; Will Compensate Municipality

Atlantic City, Nov. 23. A controversy of several years standing between Municipal Station WPG and WBIL, operated by the Bulova Watch Co. interests, over the division of operating time, is on the way to a solution. City commission Thursday (18) adopted a resolution to abandon its present 1,100-kilocycle

frequency channel and move to a cleared channel of 1,130-kilocycles. In return, Bulova will seek either a new frequency or abandon operation of Station WOV, New York, now broadcasting on 1,130-kilocycles, so as to provide WPG with a clear channel. Bulova also will withdraw application to operate Station WCOF, Boston, on 1,130-kilocycles. Bulova agrees to pay the city \$75,000 for modernization of WPG's equipment and the removal of the hazardous broadcasting towers from the airport, and foot the bill for all expenses in gaining approval of the contract by the Federal Communications Commission.

WPG at the present time is off the air between 6 and 8 p.m., considered the most valuable commercial time. These hours are now used by WBIL, which must yield other hours during the day to WPG. By eliminating WOV, and allowing WPG to move over to the former's channel, full-time operation. To give WPG an absolutely clear 1,130-kilocycle channel, the Bulova chain would withdraw the Boston application.

Let History Take Note

Columbus, Nov. 23. Argument between local stations as to who first used title, 'Day Is Done', for sign-off program ended last week when WHKC changed program billing to 'Evening Elegy'. Under new name the show is being built up into a 'Moon River' type program with organ melodies by John Agnew, poems by Charles Lutz and nightly guest vocalists. These have included Nason Oldham, Ellis Lucas, Bill Callahan and the Maids of Melody trio. It's a 15-minute period just before WHKC sign-off, which comes at 7:45 p.m. this time of the year.

WBNS continues to use 'Day Is Done' tag for a sign-off bit at 12:45 a.m. with Geer Parkinson as the organ and Adrian Fuller as narrator.

CBS Refuses McClatchy Service

Won't Feed Network Programs to NBC-Affiliated Stations.

CBS has refused to make the McClatchy Network an exception to its rule against extending the Columbia program service to non-affiliates in the case of three shows, Kate Smith-Swanson's Flour, We the People-Sanka Coffee and Mary McBride-Tapioca. CBS advised Young & Rubicam, agency handling the programs, that, even though it would like to accommodate General Foods, the network didn't like the idea of establishing a precedent or leaving itself open to retaliation from NBC, with which the McClatchy stations are associated.

Columbia had declined to answer Y. & R's query on the subject until an actual order for the McClatchy stations was submitted. It was the agency's proposal that McClatchy pick up the three CBS programs from KFSO, San Francisco, and pay its own line charges from that point.

YOU KNOW, MR.—

Bitter Feudists in Odd Social Situation

Charlotte, N. C., Nov. 23. For the first time since radio and the newspapers of Charlotte retired to their separate camps here and began the siege, representatives of both Charlotte stations and both Charlotte dailies sat, at the same luncheon table last week—and everybody smiled and smiled.

Occasion was the presentation of plaques to each of the stations and to the newspapers by the Charlotte Junior Chamber of Commerce, for meritorious public service. William A. Schudt, Jr., manager of WBT; Earl Gluck, manager of WSOB; Dr. Julian S. Miller, editor of the Observer, and Cameron Shipp of the staff of the News were present and each received a plaque in behalf of their stations and papers.

More Sponsored I. Q.

Chicago, Nov. 23. Those educational-entertainment ideas are becoming more and more popular in commercial radio, and the Schwimmer & Scott agency here comes through with two such programs for Fox beer and Salerno baking companies.

Has set a 30-minute session every Sunday evening on WBBM for Fox with a spelling bee to be tagged 'The Schoolmaster'. On WMAQ the Salerno biscuits will get a weekly Sunday afternoon quiz under the title of 'The Question-Air'. Donald McGibney, NBC political and news commentator, will put on the professional robes for this show.

Elliott, and Dog, on WCOL

Columbus, Nov. 23. Six years ago, when C. Robert Thompson was program manager of a Baltimore station, he sold a sponsor a Pennsylvania-German routine featuring Mr. and Mrs. George Elliott and their dachshund, Kingsey. Same sponsor kept the act on the air for six years.

Last night (Monday) Mr. and Mrs. Elliott and Kingsey began a sustaining program called 'The Dingle-dorffers' on WCOL, where Thompson is now station manager. They're hoping he can do it again.

Al Pearce Renewed

After being the subject of much conjecture, the Al Pearce program (CBS, Tuesdays) has been renewed by Ford Motor Co. Means the show will continue after January. In view of Ford having generally pulled in its broadcasting budget horns, following its fight with the CIO last spring, there was doubt if the Pearce program would be continued. N. W. Ayer is the agency.

Toronto Merger

Toronto, Nov. 23. United Broadcast Sales, Ltd., station operators and reps, have merged their interests and taken the tag, All-Canada Radio Facilities, Ltd. H. R. Carson becomes gen. mgr.

In the United States the merged outfit will be represented by Weed & Co.

Merle Jones' Welcome

St. Louis, Nov. 23. H. Leslie Atlas, vice president of CBS, his assistant, Jack L. Van Volkenburg and Howard Meighan from Radio Sales, Inc., in New York journeyed here for party thrown for Merle J. Jones, KMOX's new general manager, Thursday (18).

Leading business men, agency heads, radio crix of local rags and representatives of trade papers also participated in the welcoming party.

Deems Taylor's Title-giver

Dayton, O., Nov. 23. Six autographed first editions of Deems Taylor's 'Men and Music' rewarded 19-year-old Rod Taylor of this city last week for suggesting the title. Accompanying the present was a note of personal thanks from the author-commentator.

Harron Sues to Force Owners To Sell WTNJ, Trenton, N. J.

Trenton Broadcasting Co., through Paul F. Harron, its president, has begun suit in N. Y. Supreme Court to force Charles E. Loew and Julia V. Loew to surrender their ownership of WOAAX, Inc., licensee of Trenton's only station, WTNJ, in accordance with an option given the broadcasting station three years ago. Justice Coffey appointed (20) James A. Martin referee to investigate the facts of the controversy and to determine whether WOAAX, Inc., should be let out as a defendant, it being a New Jersey corp.

In his complaint, Harron alleges he entered an agreement on behalf of the Trenton Co. in 1934, with the Loews to take over control of WTNJ for three years. The price paid was \$12,000. He also agreed to pay the expenses of maintaining the station. The Loews, he avers, agreed to give him an option effective during the run of the contract, to purchase the entire capital stock of WOAAX, which the Loews controlled outright, for \$70,000.

He declares that early this year he offered to purchase the stock, but the defendants refused to do business. Marron declares that when he took over the station it was in a 'rundown and non-productive' condition owing to the policy of the Loews in allowing Franklin Ford, the Catholic religion biter, and similar speakers to have free use of the station's facilities.

As a result, Harron claims, the merchants located in a radius of the station refused to purchase time and the station went into the red. When he took over control, the plaintiff claims, he changed the entire policy of the station, with the result that in a short time WTNJ was on a paying basis and is now paying profits. For this reason, Marron contends, the

Loews are hedging on carrying out the optional agreement.

Attorneys for WOAAX have asked for a dismissal of the case against it on the grounds that the court has no jurisdiction. The Loews have not answered the suit and were given until tomorrow (Wed) to tell their side of the controversy.

Imperial Tobacco Co., Ltd.

OF CANADA, Presents

KEN SISSON

DIRECTOR

"Canada, 1937"

With a 30-piece orchestra, 16-voice choir and soloists.
Over a coast-to-coast network of Canadian stations.

Fridays, 10 to 10:45 P.M., E. S. T.

RUTH CARHART

Contract

CBS

"SONGTIME"

Tuesdays, 6:45-7 P.M.

Mon., Wed., Fri., 10:45-11 A.M.

"VARIETY" says—

"... a beautiful voice"

BOB STANLEY

Conducting These Outstanding Programs Over WOR

Mutual Coast-to-Coast Network

(Tuesday) Jazz Network.....8:30 P.M.

(Friday) Pat Barnes Opera.....8:30 P.M.

(Saturday) Hi There Auditions.....8:30 P.M.

(Saturday) Sylvia Froese.....8:30 P.M.

(Sunday) Stardust Revue.....8:30 P.M.

JOE RINES

AND HIS ORCHESTRA

GRUEN WATCH PROGRAM

SUNDAYS, NBC Red, 6:30-6 P.M.

Brunswick Records

Booking Direct

D'ARTEGA

AND HIS

ORCHESTRA

Admiration - Sunday 6:30-7:00

— MBS —

1441 B'way

CH. 4-5155

THE KING'S JESTERS

AND THEIR ORCHESTRA

with MARJORIE WHITNEY

BLUE FOUNTAIN ROOM

HOTEL LASSALLE, CHICAGO

Dir.: Consolidated Radio Artists, Inc.

THE SMOOTHIES

BABS - CHARLIE - LITTLE

Second Year for Tums

WLW and NBC Red, Coast-to-Coast

Tues.-Thurs., 7:15 P.M., E.S.T.

PERSONAL APPEARANCE

DOUG BRINKLEY

International

Radio Commentator and Broadway Columnist

"I LOVE NEW YORK"

Thirty-Minute Radio Revue

Friday Evening, December 3rd

at 9:00 P.M.

RKO 58th Street Theatre

with

ANTHONY TOSCA AND HIS

ORCHESTRA AND A GALA

ARRAY OF RADIO

ARTISTS

WENDELL HALL

—Radio Results—

EVEREADY BATTERIES

WRIGLEY GUM

MAJESTIC RADIOS

SEBELL OIL

FINCH SHAMPOO

GILLETTE RAZORS

Address: 4351 No. Paulina St.

Chicago, Ill.

Frankie Masters

—DONNA DAE—

THIRD ENGAGEMENT

COLLEGE INN, Chicago

—CBS Coast-to-Coast—

HOUSEHOLD FINANCE

PROGRAM

—SUNDAY, NOV. 24—

7:30-8:00 P.M.

GUS VAN

STAGE - SCREEN - RADIO

Central Booking Office, Inc.

54 W. Randolph St., Chicago, Ill.

'THE O'NEILLS'

By JANE WEST

NOW RADIO'S MOST POPULAR

FAMILY BRINGS YOU MORE

LAUGHTER TEARS AND HEART-THROBS

Presented by Ivory Soap - 99% pure

LISTEN TWICE DAILY

NBC Blue Network, Mon. to Fri. 11 a.m. EST

NBC Red Network, Mon. to Fri. 3:45 p.m. EST

IN COAST TO COAST

Dir., COMPTON ADVERTISING AGENCY

MGT., ED WOLF—RKO BLDG., NEW YORK CITY

AMERICA'S FOREMOST
BOX-OFFICE ATTRACTION

Breaking Records
Everywhere!

**HORACE
HEIDT**
and his Alemite Brigadiers



COMMENTS OF THE PRESS

VARIETY—Sept. 29, 1937

Stanley, Pittsburgh

"Ever since Horace Heidt came out of California more than a decade ago with an idea, Heidt has been a shrewd showman but with experience and experimentation has come a perfection of that idea. Today the husky maestro stands quite alone, playing second fiddle to none."

VARIETY—October 13, 1937

Heidt-'Dead End' Set New Record, at Loew's State, New York, 45 G. Loew's State, New York, is driving toward a new all time high of \$45,000 or better with 'Dead End' on second run, and the Horace Heidt orchestra on stage. . . in view of the fact that 'Dead End' had five strong weeks at the Rivoli, on first run, a new high for the second-run State this week will be all the more remarkable and is considered to attest stoutly to the draw of Heidt and his band.

VARIETY HOUSE REVIEWS—Sept. 15, 1937

Earle, Philadelphia

Horace Heidt and Brigadiers haven't played here in six years and their appearance at the Earle drew capacity audiences. Heidt does what he's doing there is, but it's not of the usual salubrious variety—just straight entertainment with an occasional touch of humor, but all very easy and likable.

WASHINGTON TIMES—Sept. 21, 1937

Until they show me something better, Horace Heidt's Brigadiers get all my votes as the best stage band to come along in 1937. I even see Maestro Horace Heidt racing down this year's stairs with Ted Lewis as Yandeville's best showman. Watching the one hour routine . . . couldn't find a lost moment. Deep salute then to the Heidt of stage bands. . . They have reached the top rung and by all signs they intend to stay there.

WASHINGTON HERALD—Sept. 18, 1937

Mayhelle Jennings

The Brigadiers head man—as is practically an open secret by now—is quite as able a producer as he is a bandleader. He has routed his show imaginatively and directed it knowingly, giving every performer the chance to do his best work. . . Horace Heidt and his Alemite Brigadiers, represents a smart stage band act in top form and an elegant buy for any show-house manager's—or sponsor's—money.

BILLBOARD—October 16, 1937

Loew's State, New York

Horace Heidt and his Alemite Brigadiers jammed the State to the rafters when caught. Pic, 'Dead End' helped the draw, of course, but the ovation accorded the orchestra, left no doubt as to the real pull of the show. . . The show put on is a complete one including comedy, specialties and plenty of solid musicianship. Heidt himself, a personality in front of the band, gets his performers before the mike with and away to a good send-off.

Personal Representative—ART THORSEN

Available for Engagements, April, 1938

Bookings
MUSIC CORPORATION OF AMERICA

RADIO

On the Air for
Stewart-Warner-Alemite Program
134 Consecutive Weeks
1938—TUES. NIGHT AT NINE—NBC

RECORDS

Brunswick Recordings
Largest band record sales in history
of company

THEATRES

Stanley, Pittsburgh
\$30,000
A New All-Time Record

THEATRES

Loew's State, New York
A Smash \$45,000

RADIO

Mutual Broadcasting
Created Dance Interview Program
"Idea"

HOTELS

Now Appearing
Biltmore Hotel, New York
All-time records broken in
Bowman Room and Roof

HOTELS

Drake Hotel, Chicago
Holds All Records
Gold-Coast-Silver Forest Room
(previous to added seating capacity)

ON TOUR

Shattered Records in Asbury Park—
Bridgeport, Pottstown, Pa.
and other cities

THEATRES

Earle Theatre, Philadelphia
\$27,400
Another All-Time Record Smashed

DETROIT

Westwood Gardens
Sole Attraction in One Week
51,336 Paid Admissions in One Week
Hold All Records

On the Upbeat

Joe Collins at Wellington hotel, N. Y.

Marck Weber, current at Stevens hotel, Chicago, plays RCA's Magic Key program Nov. 28.

Jimmy Richards' crew skedded to open at the Balconades, Pittsburgh, Pa., Dec. 2.

Johnny Hauser goes into the Nu-Elms ballroom, Youngstown, O., Dec. 11 for CRA after closing at the Mayfair Casino, Cleveland, O.

Paul Sabin opens at the Jefferson hotel, St. Louis, Dec. 1.

Teddy Hill plays one week at Apollo theatre, N. Y., starting Dec. 10. **Villy Bryan's** crew augments Hill's at Savoy ballroom, N. Y., Nov. 23.

Chick Webb moves into Palace theatre, Cleveland, O., Nov. 25 after playing one nites in Dayton, O., Knoxville, Tenn., and Cincinnati, O.

Woody Herman opens at the Nicolett hotel, Minneapolis, Minn., Dec. 2 for Rockwell.

Ben Pollack into the Adolphus hotel, Dallas, Tex., Dec. 4.

Phil D'Arey opens, at the St. George hotel, Brooklyn, N. Y., Nov. 24.

Stu Smith preems at Silver Grill, Buffalo, N. Y., Nov. 27 for one week then moves to the Famous Door, Hollywood, for a 30-week stay.

George Hall doubles from Taft hotel to Central Opera House, N. Y., Feb. 11 for CRA.

Fletcher Henderson set for Vogue ballroom, Los Angeles, Dec. 11. Now routing the western one-nites for CRA.

Joe Candullo in for two weeks at the Normandie Ballroom, Boston, has been pushed to five weeks. **Will Osborne** Ore follows for a month's stay.

Rita Rio, out of Hollywood, N. Y., into the Coliseum ballroom, Lorain, Dec. 5.

Joe Haymes at U. of Kentucky, Dec. 11 for CRA.

Duke Ellington plays Danceland, Cedar Rapids, Ia., Dec. 18.

Leith Stevens doubles from CBS' Saturday Night Swing Session on Dec. 9 to play the Paramount theatre, N. Y.

George Olsen, Vincent Lopez, Bun./ Berigan and Art Shaw set for MCA dates at Sunnysbrook Park, Pottstown, Pa., during December.

Jack Wardlaw opens at Casa Madrid, Louisville, Dec. 13.

Mal Hallett engaged for week at Nixon Grand theatre, Pittsburgh, Pa., Dec. 10.

Jimmy Livingston orchestra at Hotel Charlotte, Charlotte, N. C., for an indefinite engagement. Aired daily over WBT.

Joe Haymes opens Webster Hall's new Imperial Room, Pittsburgh, Friday (27) for indef stay. Handled by Joe Hiller for CRA.

Lal Aloha Strollers pencilled into Hotel Roosevelt Lounge, Pittsburgh, Nov. 29, for run, replacing Billy Catizone trio. Booked by Joe Hiller.

Art Shaw booked for one-nighter at Pittsburgh Warner Club's annual dinner-dance in William Penn Hotel Sunday (28).

Willows, Pittsburgh, has contracted **Charley Gregor** for remainder of winter. Spot dancing only on weekends during cold months.

Otto Thurn and his Bavarians, from Alpine Village in Cleveland, into William Penn hotel grill, Pittsburgh, for six months.

Tell Taylor Drops Dead

Chicago, Nov. 23.
Tell Taylor, 60, writer of 'Down by the Old Mill Stream,' 'When You and I Were Sweet 16,' 'If Wishes Were Horses,' 'Rock Me to Sleep in an Old Rocker's Chair,' 'Can We Still Be the Same Sweethearts' and many other songs, dropped dead Monday (22).

Had been inactive for several years. Is survived by widow.

1910 AVIATION SONG STARTS A FEUD

Famous Music Corp. and Shapiro, Bernstein & Co. are feuding over the copyright renewal rights to 'Come Josephine in My Flying Machine' a year before the copyright becomes renewable. Louis Bernstein, head of Shapiro-Bernstein, claims that the right to renew on the tune is exclusively his by virtue of a 27-year-old contract with its writers, Al Bryan and Fred Fisher, while Lou Diamond, Famous prez, who obtained the renewal right from Bryan, holds that the song never came within the purview of the purported contract and that copyright automatically reverts to the latter writer next year.

Controversy developed after Diamond had informed Bernstein that Famous had made a renewal deal with Bryan, who wrote the lyrics of 'Flying Machine,' and that Shapiro-Bernstein was expected to cease publishing the tune when the present contract expired. Bernstein retorted that Bryan had no rights to dispose of, since S-B had published the number six weeks after Bryan had in 1910 signed an employment contract with that firm. Under the copyright law, he wrote the lyrics belongs to the publisher if the work was created during the term of such employment contract.

'Til Prove It'
Diamond told Bernstein last week that Bryan will be able to prove that, even though S-B was the publisher, the tune was written before the execution of the employment contract, and that, if the dispute goes to court, he will summon as confirming witnesses an ex-employee of Shapiro-Bernstein and someone who, as a singing waiter in a Coney Island beer garden, plugged the song 27 years ago. His point in these instances will be to prove that 'Flying Machine' was a hit prior to actual publication.

Bernstein says that he proposed to file for renewal in any event and that he will bring suit against Famous the moment it makes any unauthorized use of the tune. Though the number hasn't sold a copy of sheet music in years, it is frequently used in films and transcriptions.

Music Notes

Bert Shaffer, who formerly recorded his swing octet for Victor, yesterday (Tuesday) signed an exclusive contract with Master Records, Inc. It isn't decided whether his discs will come under the Brunswick or Vocalion label.

Sid Phillips is under exclusive contract to Reg. Connolly, British publisher, and it is from the latter that Jack Mills has obtained the sole American rights to the composer's new works.

Tin Pan Alley Music Co., Philadelphia, now has **Maurie Merl** upped as professional manager of the Chicago office. **Dave Walls** assumes same post on the Coast. Pub has two new numbers, 'Lady' and 'Rid-dies,' by Tom Gidhart, Ray Bretz and Frank Capano.

Jack Mills has acquired two Sid Phillips' arrangements, 'Swanee River' and 'Annie Laurie,' from Cinephonic Music, of London, and the American rights to 'Day In and Day Out' from Cecil Lennox, British publisher.

Emery Deutsch's latest, 'You Started Something,' in collaboration with **Jimmy Logan**, being published by **Edward B. Marks Music Co.** here.

15 Best Sheet Music Sellers

(Week ending Saturday, Nov. 20.)

Vieni Vieni	Witmark
Can't Stop Me from Dreaming	Remick
Harbor Lights	Marlo
One Rose Left in My Heart	Shapiro
Roses in December	Berlin
Once in a While	Miller
Blossoms on Broadway	Famous
Moon Got in My Eyes	Select
So Many Memories	Shapiro
If It's the Last Thing I Do	Crawford
Remember Me?	Witmark
Everything You Said Came True	Remick
I Still Love to Kiss You Goodnite	Feist
Farewell My Love	Harms
That Old Feeling	Feist

* Indicates flimsy song. † Indicates stage production song. The others are pops.

Best Record Sellers

(Week ending Saturday, Nov. 20)

- BLUEBIRD**
1-'Foggy Day,' 'Nice Work If You Can Get It' (Shep Fields).
2-'One Rose,' 'Doodle-Do-Do' (Art Kassel Orch.).
3-'Vieni Vieni,' 'Don't Play With Fire' (Rudy Vallee).
4-'Once in a While,' 'Queen Isabella' (Ozzie Nelson).
5-'Rosalie,' 'Thrill of a Lifetime' (Art Kassel Orch.).

- BRUNSWICK**
1-'Vieni Vieni,' 'Mission by the Sea' (Horace Heidt).
2-'Peppermint Man,' 'Going Haywire' (Hudson-DeLange).
3-'Dipsy Doodle,' 'I Want You for Christmas' (Russ Morgan).
4-'Shoot the Licker,' 'Free Wheeling' (Art Shaw Orch.).
5-'Organ Played O Promise Me,' 'You Started Something' (Emery Deutsch orch.).

- DECCA**
1-'One Rose,' 'Sentimental and Melancholy' (Bing Crosby).
2-'Basin St. Blues,' 'Bob White' (Bing Crosby, Connie Boswell).
3-'Rollin' Plains,' 'I Want You for Christmas' (Dick Robertson orch.).
4-'When My Baby Smiles at Me,' 'Nobody's Got the Blues but Me' (Freddie Fiske orch.).
5-'Gettin' Some Fun Out of Life,' 'Roses in December' (Dick Robertson orch.).

- VICTOR**
1-'Dipsy Doodle,' 'Who' (Tommy Dorsey).
2-'I've Got My Heart Set on You,' 'True Confession' (Larry Clinton orch.).
3-'Once in a While,' 'If It's the Last Thing I Do' (Tommy Dorsey).
4-'Sweet Someone,' 'I Want to Be in Winchell's Column' (Guy Lombardo).
5-'I Cash Clo'ses,' 'Swing Lightly' (Larry Clinton orch.).

- VOCALION**
1-'Vieni Vieni,' 'Once in a While' (Bert Block orch.).
2-'Right or Wrong,' 'Lovin' You' (Mildred Bailey).
3-'Nice Work If You Can Get It,' 'Easy to Love' (Maxine Sullivan, Claude Thornhill orch.).
4-'If It's the Last Thing I Do,' 'You're in Love with Love' (Fletcher Henderson).
5-'In the Mission by the Sea,' 'Sailing Home' (Bernie Cummins).

and Francis, Day & Hunter in England.

Red Star Songs publishing two songs from 'Harlem on the Prairie,' soon to be released by Associated Features, authored by Lew Porter and Mary Schaeffer.

Atze Taconis and **Homer Gayne** have cleaved six ditties for Universal's 'Border Wolves.' Titles are 'Wyoming Moon,' 'Adios, Old Kid From Laredo,' 'Hoot Owl Trail,' 'Bowlegged Kid,' and 'Blaze Away, Cowboy.'

Pinky Tomlin peddled a new tune, 'I Told Santa Claus to Bring Me You,' to Santly-Joy.

Max Steiner scoring 'Tovarich' at Warners.

Frank Tours musical director on 'Everybody's Doing It' at RKO.

Ray Webb draws musical assignment on RKO's 'Broadway After Midnight.'

Joe Rines stays CRA
Joe Rines has not changed his management affiliation. His band will continue to be represented by Consolidated Radio Artists, Inc.

BROADCAST BALK BY BAND STARTS SUIT

San Francisco, Nov. 23.
Paul Whiteman is being sued for \$5,000 by G. L. Troyer, operator of the Casa Del Rey ballroom, Santa Cruz, on the ground that the bandman caused that much damage by refusing to broadcast from the spot while doing a one-night stand Oct. 25. Consolidated Radio Artists, Inc., which handled the booking, is also named in the action.
Troyer alleges that he had obtained a station hookup for the event and had gone to considerable expense to publicize the broadcast.

Fell Asleep at the Wheel

Al Goldfarb, 39, Coast field rep for L. Wolfe, Gilbert must publishing house, died of injuries Nov. 16 when his car cracked up near San Fernando, Calif. It is believed he fell asleep at the wheel.
Widow and infant daughter survive.

WIVES PUT TO WORK

Four Spouses of Horace Heidt Boys Have Jobs with Orch

Wives of four members of Horace Heidt's Brigadiers handle all work relative to Heidt's new 'Pick a Star' contest. Fifth does the vocalizing with the orchestra. Ladies are all on the payroll.
Mrs. Ralph Wingert, wife of the band's arranger, does secretarial work, handling applications, etc. of entrants. Mrs. Art Thoren and Mrs. Paul Lowenkorn, wife of band's violinist, aid in wedding out aspirants. Mrs. Louis Rich, wife of Heidt's secretary, runs mimeographing machine, and Mrs. Alvino Ray, wife of electric guitar player, sings with the outfit.

Ozzie Nelson and his ork moved into the Victor Hugo in Beverly Hills.

Witmark—presents THE WORLD'S SONG LEADER VIENI VIENI

Warren and Dubin's REMEMBER ME

Let's Waltz For Old Time's Sake

M. WITMARK & SONS
1225 Sixth Ave., R.C.A. Bldg., N. Y.
HAROLD LEE, Prof. Mgr.

"POLYNESIAN ROMANCE" "JUST ABOUT RIGHT"

Get in the Vanguard with VANGUARD SONGS
8411 Hollywood Blvd.
HOLLYWOOD, CALIF.

GORDON and REVEL'S
Biggest and Smartest Songs

SWEET SOMEONE

I WANNA BE IN
WINCHELL'S COLUMN

BROADWAY'S GONE HAWAII

BE A GOOD SPORT

From the 20th Century-Fox
production, LOVE AND HISSES,
starring Walter Winchell, Ben
Bernie and Simone Simon

The Novelty Hit

JOSEPHINE

By Gus Kahn, Wayne King and Burke Blvens

From Walter Wanger's "32nd Street"

I STILL LOVE TO KISS YOU GOODNIGHT

By Walter Bullock and Harold Spina

The Standard Bearer of Christmas Songs

SANTA CLAUS IS COMIN' TO TOWN

By Haven Gillespie and Fred Coos

THAT OLD FEELING

By Lew Brown and Sammy Fain
From Walter Wanger's "Vogues of 1938"

Leo Feist, Inc.
1629 BROADWAY • NEW YORK
CHESTER COHN, Gen. Prof. Mgr.

You Can't Go Wrong With a Feist Song

ASCAP'S 'CAREER MEN' IDEA

Publisher-Writer Contract Gets More Controversial; Much Criticism Heard

Although the 'original counsel for the two camps' have agreed on the final form of the new standard contract between the Songwriters Protective Association and publishers, indications yesterday (Tuesday) were that the music industry was split wider than ever on the matter of accepting the document. Lawyers for the anti-faction among the publishers charged that the agreement as now phrased left the latter wide open to all sorts of future claims and predicted that the contract would not pass general approval for months.

Those who say that the agreement is okay as written are Max Dreyfus, head of the Chappell Co., Crawford Music Co. and Marlo Music Co.; A. M. Wattenberg, counsel for the Warner Bros. publishing interests; Louis Bernstein, of Shapiro, Bernstein & Co.; Jack Bregman, gen. mgr. of Leo Feist, Inc., and Walter Douglas, of Donaldson, Douglas and Gumble. Among the publishers who have expressed themselves as dissatisfied with the document are Sam Fox, E. B. Marks, Saul Bornstein, of Irving Berlin, Inc.; Joe Morris, Lester Santly, of Santly Bros.-Joy, and Ralph

Peer, of Southern Music Co. These dissenters claim that the agreement as framed is back to what it was at the start and, even though the contract will be in force for those that want it, the vast majority of the SPA's members will be unable to find takers of their works.

Ambiguous?

Opposition contends that the contract should have been so worded that there would be no doubt in any one's mind that the publishers were against recognition of the SPA's authority over the rights of its members' works. This faction points out that there is nothing to prevent the SPA from making a similar claim at some future date by passing a resolution not unlike the one now referred to as Article IX in the SPA's bylaws and thereby the present contract void, even though it is dated to run to Dec. 31, 1950.

It is also pointed out that no provision is made for the equitable sharing of mechanical rights by publishers who have foreign agents. As now couched the contract grants the writer 50% of the full licensee fee and if the writer is split with a foreign source that's his concern.

Another objection is the phrasing of the amount that is to be paid weekly to the SPA's rep in the mechanical rights bureau of the Music Publishers Protective Association. Clauses state that each publisher agrees to pay \$75 a week, though this amount had been intended as the aggregate sum. The anti group also see no reason why the selection of a successor agent or trustee by the Publisher must be approved by the SPA, or why the effective date of the agreement should be June 1, 1937, instead of the date of signing. From the motion picture camp comes the criticism against the provision which makes the writer a party to bulk synchronization sales consummated prior to the date the new uniform contract was signed. Effectiveness of this proviso, the film source argues, should be restricted to the date of signing.

SOCIETY PLANS FUTURE POLICY

Would Encourage Bright Young Men to Make Performing Rights a Life-Long Study

BEING STUDIED

American Society of Composers, Authors and Publishers may adopt the 'career men' idea for its system of district representatives. While it would be a radical departure from its present method of picking field personnel, the new arrangement would insure ASCAP a reservoir of

ASCAP Explains

Licenses of the American Society of Composers, Authors and Publishers are being treated to a series of lectures on paper. With every bill sent out by the Society there is now enclosed a leaflet or brochure explaining how ASCAP operates where the revenue comes from and how it is divided up between writers and publishers. Articles also invite questions.

Some of the pieces are illustrated with elaborate diagrams and charts.

men particularly trained for the job and reconciled to making performing rights their life work.

Young men with some knowledge of the music business or the operations of the various enterprises which are licensed to perform music would be brought in for a lengthy period of homeoffice training, supplemented by serving as assistants in district offices. As the representative posts in the field became vacant the 'career men' would get the assignments.

Lawyers

ASCAP's system of representation was given a drastic shaking up several years ago when the organization relieved local law firms of this assignment in most of the spots and established their own regional offices. In a number of the districts the job of contacting users of music is still handled by lawyers.

No attempt will be made to introduce the 'career men' idea until the proposed system of training has been worked out in every detail. There is also to be settled the question of training compensation and the exact standards required of applicants.

Down in Quaker Town, 'Follow the Car Tracks, They'll Take You Home,' 'All She Gets From the Iceman Is Ice,' 'The Gibson Bathing Girl' and 'You Splash Me and I'll Splash You,' Alice Lloyd, the unforgettable London music hall singer, featured from Capetown to Tacoma.

Solman was actively composing up to the time of his fatal illness. His last song, 'Try Tappin', written in collaboration with his son, Curt, was published only recently. He was a member of the American Society of Composers, Authors and Publishers.

Funeral services were held on Nov. 19. Besides his son, a granddaughter, Jean Ann Abbott, survives.

Dick Howard and Bob Ellsworth have cleaved a new tune, 'Somebody Else Is Taking My Place.' Back Bay Music Company, Boston, has the manuscript.

Publishers, as Copyright Owners, No Like Duplicate Performing Tax Collected by Artists' Association

Maurice Speiser, general counsel for the National Association of Performing Artists, found last week that the music publishers were opposed to the association's intention to license radio stations for the airing of phonograph records. Speiser told a group of major publishers gathered in the offices of the Music Publishers' Protective Association that the NAPA figured to proceed immediately with such licensing in the state of Pennsylvania where the highest court had recently upheld Speiser's contention that the interpreter held a property right in his performance of a work.

Speiser had asked for the meeting so that he could explain how he planned to do the licensing and ask for the co-operation of the music publishing industry. The NAPA's counsel ran into a crossfire of queries when he disclosed that he did not intend to confine the licensing to coin-operated phonograph machines. Some of the publishers pointed out that the latter was the only phase of Speiser's planned operations in which they were interested, since the copyright law exempted such devices from the imposition of performing fees.

Speiser was told that if a station held a performing license from the American Society of Composers, Authors and Publishers there was no reason why an ASCAP member should be entitled to a second performing fee and that regardless of any right granted to the interpreting

artist the fundamental musical right belonged to the copyright owner. Because of this circumstance and the provision in the copyright law which makes any special arrangement of a copyrighted work the property of the copyright owner, it would be unsound for publishers to allow any outsiders a fee from a source already licensed by ASCAP.

Courtesy

During the course of the verbal backfire Speiser declared that his organization didn't need the help of the music publisher for the licensing of phonograph records but that it had considered this outlining of plans a matter of courtesy to the publishing industry. When he recalled to some of the publishers present that they had testified in behalf of Fred Waring at the trial of the test case in Philadelphia, these pubs rejoined that they had been merely interested in preventing piracy and had agreed that Waring's interpretation was unique, but that they had not even implied that the right of the bandsman in the recording superseded or was in no way connected with the right of the copyright owner.

Following the breakup of the meeting with Speiser, several of the pubs declared themselves in favor of including in their licenses to phonograph record manufacturers a clause limiting the reproduction to home use. This move, it was agreed, would stymie any licensing attempts on the part of either interpreter or manufacturer.

MILLS FALL FEATURES

A Tune-Terrific Score From the New COTTON CLUB PARADE
SHE'S TALL! SHE'S TAN! SHE'S TERRIFIC!
I'm Always in the Mood For You
Harlem Bolero

England's New Bullad Hit
THE GREATEST MISTAKE OF MY LIFE

Will Hudson's Smash Sequel To Organ Grinder's Song
Popcorn Man

A New Jam-orous Hudson Hit
Sophisticated Swing

I'm Just a Country Boy at Heart

Still the Season's Top Melody
Moon At Sea

MILLS MUSIC, INC.
157 Broadway New York, N. Y.

Harms—hits

ZOOMING TO THE TOP
FAREWELL MY LOVE
I WANT YOU FOR CHRISTMAS

HARMS, Inc. RCA Bldg., N. Y.
Mack Goldman, Prof. Mgr.

ALFRED SOLMAN, VET SONGSMITH, DIES AT 69

Alfred Solman, for more than 30 years a leading composer of popular songs, died Nov. 15 in New York, after an illness of several weeks. Solman was 69, and had spent the greater portion of his life writing the music of songs that are still to be heard all over the globe.

Most of his more famous compositions were written in collaboration with the late Arthur Lamb, one of the celebrated lyricists of his day. Solman was particularly apt at writing the semi-concert type of ballad that was so popular before the war, yet perhaps his best remembered song is the whimsical and slightly naughty 'Bird on Nellie's Hat,' which Eugene O'Neill and the Theatre Guild utilized in 'Ah Wilderness' as most characteristic of the period circa 1906.

Even today no bass soloist considers his repertoire complete without Solman's 'When the Bell in the Lighthouse Rings Ding-Dong.' 'If I Had a Thousand Lives to Live' is another standard song in the same category and there are also 'I Wish I Had My Old Girl Back Again,' 'Hymns of the Church Choir,' 'I'll Change the Thorns to Roses,' 'When the Evening Breeze Is Sighing Home Sweet Home,' 'When the Harbor Lights Are Burning' and in a lighter vein 'There's a Quaker

6 OF FIRST 10 POP NUMBERS

Pop tunes occupy six places among the first 10 numbers on the list of most played on the air this week.

Of the four film ditties, three can virtually be classed as pops, emanating from B pictures.

Pre-release exploitation and plugging placed them into a position of prominence. They are 'Blossoms of Broadway,' 'Roses in December' and 'I Still Love to Kiss You Goodnight.'

'BATTLE OF MUSIC' IDEA SHIFTS INTO THEATRES

Lucky Millinder and Jack Denny crews will oppose each other in a battle of contrasting styles week of Dec. 2 at the Metropolitan, Boston. Millinder engaged in a swing (dual) with Ina Ray Hutton's Melodears at the Earle, Philadelphia, last week.

Idea of placing two musical aggregations in opposing corners originated in public ballrooms. Of late it has spread to theatres.

Robbins Trip Off

Jack Robbins was all set to visit the Coast next week, particularly for a business huddle with Gordon and Revel and 20th-Fox studio execs, including Darryl Zanuck. Robbins has a 20th-Fox music publishing tieup. Doctor's orders, however, are keeping the music publisher east, medico fearing the rainy season out there for one thing.

HEAR! HEAR! Here Are The Songs You'll Hear!

McHugh and Adamson's Smash Score for Buddy De Sylva's New Universal Film Musical, "Merry-Go-Round of 1938"

MORE POWER TO YOU

★
YOU'RE MY DISH

★
I'M IN MY GLORY

★ ★ ★
"POP" CLICKEROOS—

ONCE IN A WHILE

Topping the Toppers

DON'T CRY, SWEET-HEART, DON'T CRY

Ted Fiorito's Great New Ballad

YOU SHOWED ME THE WAY

A Proven Hit That's Gathering Momentum.

MILLER MUSIC, INC.

1270 Sixth Avenue • New York

A SMASH HIT BY NICK KENNY THAT WILL LAST LONGER THAN "HOME ON THE RANGE"

THERE'S A GOLD MINE IN THE SKY

By NICK and CHARLES KENNY

IRVING BERLIN, Inc. • 799 SEVENTH AVENUE, NEW YORK • HARRY LINK, Gen. Prof. Mgr.

GREEN, ENGELS SCOTCH RUMORS

Having returned from Coast trip and opening of new branch office in San Francisco, Charles E. Green, prez of Consolidated Radio Artists, scotches all rumors anent swan dive of his firm and disassociation with NBC as malicious rumors circulated by sour-grapes and adds that, financially, 1937 bettered the previous year by 100% for him and his.

Report that NBC was going to sever its five year wire and band booking deal with CRA was also thrown for a loss by George Engels, NBC, who stated that relations between the NBC associate company and parent were never better and entirely satisfactory both on the air picture and in cut of booking fees on its bands. Part of CRA band lineup was originally NBC's and was turned over when radio netting quit band booking biz. List formed nucleus of CRA's roster and was greatly responsible for formation of combine.

TURNPIKE CASINO DESTROYED BY FIRE

Lincoln, Nov. 23. Fire reduced to basement and foundation the Turnpike Casino here in what is estimated to be a \$20,000 blaze. The dance spot was less than half covered by insurance and its distance from town (8 miles) coupled with keen competition and present big conditions in this area practically assures it won't be rebuilt.

Managed by R. H. Pauley the last two years, it has been a steady money-maker. For the five years previously it had proven a dud. Pauley made it a stopping place for the name outfits, asked good prices, and got by without squawks. He steered away from the mediocre bands and found it profitable.

Shep Fields (19) and Floyd Ray (20-21) were the weekend sufferers. MCA and Frederick Bros. booked the spot.

DON BESTOR'S EX-WIFE SERVES A PLASTER

Chicago, Nov. 23. While playing at Joliet Rialto Sunday (20) night, Don Bestor was served with a writ of ne exeat, and taken to appear before Judge William R. Hunter of Kankakee Monday. Writ was obtained by his divorced wife, now Mrs. Hattie C. Catton, who feared he would leave court's jurisdiction before payment of support money for his son, Bartley, 16, had been made.

By order of Nov. 13, Bestor is to pay \$600 by Dec. 13, and \$1,600 more by December, 1938.

RUDY VALLEE'S BIG PULL

Attracts 2,500 in Oakland, Cal., Ballroom

San Francisco, Nov. 23. Rudy Vallee played to 2,500 people at Sweet's ballroom in Oakland last week, giving the East Bay danceteria the second best night in its history. Benny Goodman is still the No. 1 draw at Sweet's, where he attracted 3,800 people several months ago.

Although Paul Whiteman did a complete nosedive at this ballroom several weeks ago, he proved to be an excellent draw at the Frisco Auto Show which opened rather slow but closed to big business. Attendance was only nine per cent under the record established last year. This was better than expected in view of the 30 per cent decrease in attendance in New York and Los Angeles at the auto shows in both of these cities this year.

Floyd Ray Repeats

Lincoln, Nov. 23. Floyd Ray, colored, swinger, brought on recently from the Coast, was set back in the Turnpike here after a short month away for two days (20-21). Deal was made after his sked for the Military Ball (Dec. 3) fell through.

Conflicting bookings was the reason.

Woody Herman Nov. 28 attraction at Ritz ballroom, Bridgeport, with Bunny Berigan skedded Dec. 5.

Breakdown of Network Plugs

Following is an analysis of the combined plugs of current tunes on WEA, WJZ and WABC computed for the week, from Monday through Sunday (Nov. 15-21). Grand total represents accumulated performances on the two NBC links and CBS. *Commercials refers to all types plugs on sponsored programs. In 'Source' column, * denotes film songs, † legit tunes, and 'pop' speaks for itself.

Title	Publisher	Source	Grand Total	Commercials	Vocals
Once in a While	Miller	Pop	34	9	25
If It's the Last Thing I Do	Crawford	Pop	34	8	24
Blues on Broadway	Famous	*Blossoms on Broadway	31	6	21
Still Love to Kiss You	Feist	†Still Love to Kiss You	28	7	19
When Organ Played O Promise Me	Morris	Pop	27	3	20
Nice Work if You Can Get It	Chappell	*Damsel in Distress	27	4	19
You Can't Stop Me from Dreaming	Remick	Pop	26	9	19
One Rose Left in My Heart	Shapiro	Pop	23	9	12
Remember Me	Witmark	Pop	22	3	15
Ebb-Tide	Paramount	*Ebb-Tide	20	3	13
You and I Know	Robbins	*Virginia	19	5	11
That Old Feeling	Feist	*Vogues of 1938	18	4	10
Rollin' Plain	Select	*Rollin' Plain	17	3	15
Everything You Said Came True	Remick	Pop	17	4	10
Bob White	Remick	Pop	17	7	8
Tears in My Heart	Marks	Pop	16	3	9
Mama, I Want to Make Rhyme	Santly-Joy	*Manhattan Merry-Go-Round	15	3	13
Gettin' Some Fun Out of Life	Donaldson	Pop	14	3	10
Rosalie	Chappell	*Rosalie	14	8	8
An Old Flame Never Dies	Robbins	*Virginia	13	1	8
Goodbye, Jonah	Robbins	*Virginia	13	5	7
Foggy Day	Chappell	*Damsel in Distress	13	3	8
Cachita	Southern	Pop	13	0	4
Josephine	Feist	Pop	13	0	0
In the Still of Night	Chappell	*Rosalie	12	6	8
Harbor Lights	Marlo	Pop	12	6	8
Have You Ever Been in Heaven?	Miller	*Manhattan Merry-Go-Round	12	3	6
My Cabin of Dreams	Berlin	Pop	12	3	6
Sweet Someone	Feist	Pop	12	3	8
Why Talk About Love?	Hollywood	*Life Begins in College	12	2	2
Swing Is Here to Stay	Robbins	*Ali Baba	11	5	6
True Confession	Miller	*True Confession	10	3	5
I've Got My Heart Set on You	Robbins	*Ali Baba	10	2	8
Mission by the Sea	Shapiro	Pop	10	0	5
Love Me	Red Star	Pop	10	0	3
Rocky Road	Feist	*Rocky Road	10	2	4
I'll Take Romance	Berlin	*I'll Take Romance	9	4	7
I Wanna Be in Winchell's Column	Feist	*Love and Hises	9	3	6
Miles Apart	Davis	Pop	9	1	6
You're My Dish	Miller	*Merry-Go-Round of 1938	9	1	2
Snake Charmer	Marks	Pop	9	3	0
Have You Ever Been in Heaven?	Miller	*True Confession	9	0	7
It's the Natural Thing to Do	Select	*Double or Nothing	8	2	5
You Took Words Out of My Heart	Paramount	Pop	8	1	5
After You	Paramount	Pop	8	1	4
A Strange Melody	Donaldson	Pop	8	0	4
I Want a New Romance	Famous	*Love on Toast	8	1	1
Can I Forget You?	Chappell	*High, Wide, Handsome	7	4	5
Have You Met Miss Jones?	Chappell	Pop	7	1	4
I Can Count on You	Ager-Yellen	Pop	7	1	4
Mon on Sat	Mills	Pop	7	2	3
Sailing Home	Words and Music	Pop	7	1	3
Caravan	Exclusive	Pop	7	2	1
I'd Love to Play a Love Scene	Famous	*Love on Toast	6	0	3
Is It Love or Infatuation?	Paramount	*This Way, Please	6	0	2
Goodnight Kisses	Lincoln	Pop	6	1	1
Study in Brown	Lincoln	Pop	6	3	0
She's Tall, Tan, Terrific	Mills	*Cotton Club Parade	6	0	0
Old King Cole	Harms	*Varsity Show	5	2	4
Strange New Rhymes in My Heart	Chappell	*Big Broadcast	5	0	3
Mama, That Moon Is Here Again	Paramount	*Big Broadcast	5	2	3
I Told Santa Claus to Bring Me You	Santly-Joy	Pop	5	1	3
My Secret Love	Movie-tone	*Thin Ice	5	0	0
Midnight in a Madhouse	Lincoln	Pop	5	0	0
Stardust on the Moon	Marks	Pop	5	0	0

ROBBINS

The Top Publishing Firm Offers—The Top Songs

from BUDDY DE SYLVA'S
New Universal Film Musical "YOU'RE A SWEETHEART"
By McHUGH and ADAMSON

YOU'RE A SWEETHEART

MY FINE FEATHERED FRIEND

BROADWAY JAMBOREE

SCRAPIN' THE TOAST

By CHARLES TOBIAS and MURRAY MENCHER

McHUGH and ADAMSON'S Great Score from R-K-O Radio's
Melodrama "Hitting a New High," Starring Lily Pons

"LET'S GIVE LOVE
ANOTHER CHANCE"

THIS NEVER HAPPENED BEFORE

I HIT A NEW HIGH

GORDON and REVEL'S two sure-fire clickers from Eddie
Cantor's 20th Century-Fox production, "Ali Baba Goes to Town"

I'VE GOT MY HEART SET ON YOU

SWING IS HERE TO SWAY

Three Song Classics by ARTHUR SCHWARTZ and
ALBERT STILLMAN

YOU AND I KNOW

AN OLD FLAME NEVER DIES

GOOD-BYE JONAH

ROBBINS MUSIC CORPORATION

799 Seventh Avenue

New York

Frisco Band Pickup

San Francisco, Nov. 23. With the opening of Freddie Nagel's band at the Hotel St. Francis tonight, NBC lines replace those of CBS, which have been in the hotel for the past several months. Nagel will be aired five times a week by NBC, twice coast-to-coast over the blue web and three times on the Coast red.

NBC has dropped two local dance bands from its schedules—Frank Castle's at the Deauville Club and Ellis Kimball's at Topsy's Roost. Web pulled its lines from these spots when the current slump in business, combined with a recent raise in the union scale for musicians, forced Castle and Kimball to cut the size of their bands. Besides Nagel at the St. Francis, NBC's only other local dance orchestra is Jack Winston's at the Bal Tabarin.

In addition, NBC is now airing Harry Lewis' band from the swank Rio Del Mar country club near Santa Cruz, about 95 miles south of here.

Columbia has Sterling Young's band at the Palace hotel, Henry King's at the Fairmont hotel, and Castle's Deauville orchestra, while Mutual is airing Griff Williams' music from the Mark Hopkins hotel, Roger Burke at the St. Francis Drake, and Everett Hoagland at El Patio Ballroom. Latter spot until recently broadcast over NBC lines during the stay of Leon Mojica's band.

Tom Gentry Biz So-So

Lincoln, Nov. 23. Tom Gentry's band-unit so-soed at the Turnpike Casino (12) and did only fair biz.

Besides placing the shuffle music, he musically backgrounded a three-act floor show—Burns Twins, hoofers; Evelyn Price, dancer; and Great Marlow, entertainer.

DIXIE'S LITTLE PEACH SPREADING RAPIDLY

Atlanta, Nov. 23. Clear the tracks for 'Little Peach,' Dixie's successor to the Big Apple. It's gathering steam and ready to go off the reservation. Born here on the campus of Emory U. when the Inter-Fraternity Council banned Apple for terping at term dances, because of room limitations, Peach popularity has begun to spread. Tune was written by Bob Rohrer, member of Emory Aces, campus band; lyrics by Tom Ham, radio editor of Hearst's Sunday American.

Started more or less as joke, lads discovered they had something when inquiries began to pour in concerning new dance. Local department store, affiliated with Macy's, is marketing a shoe called Little Peach. Gowns have been similarly named. Newsreels are preparing to make shots and Life mag has ordered pics on new dance.

Unlike Apple, Peach can be done by one couple. Only in finale do couples unite. Then, forming circle, facing outwards, dancers move slowly backward, arms raised, until heads touch.

PITT'S NEW DANCE SPOT

Pittsburgh, Nov. 23. Town will get a new swank supper dance spot Friday (27) when Webster Hall hotel opens its new Imperial Room, the former Rainbow Room, which Dick Nash, manager, renovated at a cost approximating \$20,000.

Joe Haymes orch, booked in by Joe Hiller for CRA, the opening attraction. Webster Hall, however, will retain former policy, with supper dancing only Wednesday, Friday and Saturday nights. Band will play only dinner music on other evenings.

Peppe Handles Kaye

Jimmy Peppe, firm member of Wilson, Powell & Hayward, talent agency, has taken over the personal management of Sammy Kaye and his orchestra. Music Corp. of America continues to book band.

Fair come from Columbus, O., where Peppe jointly with his brother operates the Valley Dale Inn, one of country's largest spots. Peppe remains with the talents.

Ina Ray Hutton one-nited Sunday (21) at Hamilton park, Waterbury, Conn.

Remick—presents

You Can't Stop Me
From Dreaming

How Many Rhymes
Can You Get?

Bob White

(Whatcha Gonna Swing Tonight?)

Everything You
Said Came True

REMIK MUSIC CORP.
1250 Sixth Ave., RCA Bldg., N. Y.
CHARLIE WARREN, Pres. Mgr.

ALOHA

Hawaii's finest artists. From a 3-piece group to a gala "A Night in Hawaii" production. Now available. Call P. D. Morris.
901 CARNEGIE HALL
36th St. & 7th Ave. Circle 7-7386

U.S. SHOWS INTO FR. CASINO

Says Cliff Fischer in London

London, Nov. 23. Caught unawares by the folding of the French Casino on Broadway, Clifford C. Fischer, impresario of the London Casino here as well as the N. Y. revues, stated that he was coming back to Broadway right after he launches his new London show Dec. 22. He sails in January for a new West 52nd street venture—a sort of Streets of Montmartre on Broadway idea—which he had planned and designed with Thomas W. Lamb, the architect, prior to sailing from America.

'Since its opening, the French Casino in New York was highly successful financially,' said Fischer here, 'and Blumenthal and Shapiro made about \$300,000 net profit, but their unfortunate investments in Chicago, Miami, and legitimate productions, etc., complicated matters. Average weekly business since the new show opened still amounted to over \$30,000.'

'For time being will concentrate looking after my interest in the London Casino.'

Fischer refers to the flops of the Casino Parisien in the Morrison hotel, Chicago, last year, and the failure of the Miami French Casino to get over. Blumenthal-Shapiro also angled a string of legit last season, with surplus profits, but these, too, failed to click.

Montmartre-on-Broadway idea is one Fischer had virtually set before sailing. Lee Shubert may also be in on it, as he long ago talked a Winter Garden conversion into a cabaret-theatre with the French Casino people.

Joe Moss was to have been in on that too, and from that came Moss' interest in the International.

FISCHER EASED FROM N. Y. SPOT

Bob Goldstein, Monte Prosser, Joe Moskowitz Among New Operators—George White's American-Style Show to Replace Frenchy Cabaret-Restaurant Revues Xmas Eve—International's Too Tough Opposish and General Conditions Undoing of Once Top Nitory Grosser on Broadway

LEGAL TANGLES?

By ABEL GREEN
Last week as the new International Casino on Broadway zoomed to a record-breaking \$60,000 gross, its pioneering forerunner, the French Casino, on Broadway, folded suddenly. It came as a complete surprise. Notice of sudden closing Sunday night (21) was posted at the dinner performance.

Decision by Louis F. Blumenthal, Jack Shapiro and Charles W. Haring, really owners of the French Casino property, to suspend operations caught Clifford C. Fischer, producer of the F. C. revues since its inception, entirely by surprise in London, where he now is.

Instead, George White will produce the next French Casino show. Blumenthal, Shapiro and Haring have made a deal with 'Bob Gold-

(Continued on page 46)

Chicago Vaude Operators Moan As Honkytonks Drop Floor Shows

OUTWITS STUDENTS

Theatre Mgr. Conceives Way to Foll Celebrants

Indianapolis, Nov. 23. Quick thinking on part of Ted Nicholas, Lyric theatre manager, averted a disturbance during stage performance Saturday (20) when more than a 100 members of Purdue University band entered theatre bent on celebrating their football victory over Indiana University.

House employees heard band members planning to give cheers when stage show began, so Nicholas got the jump on them by having the pit orchestra play the school song. He also congratulated the team on the house p.a. The bandsmen stood at attention during playing of school song and then subsided.

Chicago, Nov. 23. Tendency of honkytonks and taverns to drop floor shows since the City Hall raided six South State street spots a month ago has vaude operators considerably more worried as to where their future talent can be developed. Especially since the honkytonk and tavern situations don't look any too bright for the holidays, when they expect business to be at its best.

Up until the raids there were approximately 150 such places within the town which employed small bands, floor shows, or both. At present, dropoff has the number down to around one-third that figure, and, aside from any money lost by the operators, everybody considers the situation a serious one.

While most of talent used at the joints can be classified only as third rate, showmen declare that in the 100 closed places there were at least 10 acts worthy of developing. With the present show business setup, these honkytonks offer the only chance an unknown turn has to get experience and be made known.

With the places forced to remain shuttered in so far as floor shows are concerned, agents and operators fear the turns will be forced to leave the business. In other days they wouldn't have worried about only 10 acts, but now, with even the most optimistic being unable to list more than 200 standard acts in the business, 10 possibilities is considered a big figure.

Added to this will be the on-the-edge agents, those who collect \$1.50 or \$1.75 per week on an act. In business, handling only such talent, their offices have been at practically a standstill for last month.

Admittedly, however, the problem has everybody concerned up a tree. Honkytonk operators insist that their clientele doesn't care, about a show unless there's at least one nude on the bill, and that, without a nude, a floor show won't bring in enough business to pay for itself. On the other hand, Mayor Kelly and his force declare that they can have all the floor shows they want so long as there's nothing which may even be alleged as nude, immoral or questionable in taste.

FRENCH CASINO IN BANKRUPTCY

An involuntary petition in bankruptcy was filed yesterday (Tuesday) in the Federal Court, N. Y., against the XYZ Enterprises, Inc., under which name the former French Casino recently operated. The creditors filing the petition included Herman Schlosser, Inc., which claims \$500 is owed it; Park & Tilford Import Corp., \$234, and the June Dairy Products Co., Inc., \$400.

Duberstein & Schwartz, of 66 Court st., Brooklyn, are attorneys for the petitioners.

Powell-Blondell P. A. at Auto Show SRO; 'Didn't Sell Cars,' Say Dealers

Cleveland, Nov. 23. Dick Powell's and Joan Blondell's appearances pushed Cleveland auto show over attendance record previously held here by Lanny Ross, drawing 160,000 in eight days last week, but whether they helped auto sales is another point bothering auto dealers.

Civic auditorium so jammed with Powell's fans nearly every day that main floor was impassable. Highest daily figure was reached on second day (13) when 24,811 sightseers crowded in. First seven days officially totaled 138,582 and last day yanked in about 22,000 at 60c per person, although dealers' ducats went at 30c.

Exhibitors split up into two factions over unexpected reactions of crowds. Main complaint was that Warner's star and other stage acts overshadowed the autos; that people stood on running-boards to see Powell, but paid no attention to new models. During performance hours, they squawked, traffic-jams kept prospective buyers from getting near cars and after shows the crowds faded away. Kickers are campaigning for orchestras instead of big Hollywood stars for next year, at a lower admish rate, on theory that old-fashioned system will sell more cars.

Other faction headed by Herb Buckman, head of local motor association, and Elmer Weiner, publicity director, maintain only circus ballyhoo and name-acts will yank conservative Clevelanders into annual exhibits. Further contend Powell made 'em more auto-minded besides beating attendance of Detroit's starless show.

Costs for entertainment in 11.37

VAUDFILM RESUMES TODAY AT NEWK PAR

Paramount, Newark, adopts a vaudfilm policy, commencing today (Wed.). House, formerly a stage-show site, has been straight-flick for past year and a half.

Adam Adams operates the indie spot under partnership with Par, and Eddie Sherman will book acts for full-week stands. Opening lineup includes Ben Yost chorus, Samuel Bros. and Harriet Hayes, Paul Nolan, Sid Marion, Jerry Adler and Rosamond. Teddy King is in for a stretch as steady m.c. and orchestra leader.

Newark now will have two flesh houses, the indie Shubert playing shows booked by A. and B. Dow.

Bridgeport Sunday Date
Bridgeport, Nov. 23.
Sunday fish-pix bills has resumed at Globe, Loew-Poli house.
Pat Rooney's, 2nd and 3rd, top turn at 8:30 P.M.

edition hit \$30,000, including \$11,560 for film crooner, large cast of 'Brides of Nations' pageant, bands and nitory revue in basement, not counting such items as stage-hands, etc. Attendance hurt toward end of week by first snowstorms, Community Fund drive and Mrs. Roosevelt's lecture in adjoining Public Music Hall. To offset her competitish, Joan Blondell appeared with hubby and modeled in fashion parade.

32nd ANNIVERSARY NUMBER of

VARIETY

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SINO-JAP WAR SCARES U. S. ACTS; AUSSIE BOUND

Seattle, Nov. 23. American acts are diverting from Shanghai and Japan, due to disturbed conditions in war zones, Australia is now objective. Barbarino and her Poms left this week for down under.

Albert Powell, trapèze, sails from Vancouver, B. C., for Sydney, to open 10 weeks on Tivoli circuit. Wynn and Hurwynn, dance team, leaves at same time for Melbourne, to open Dec. 27 with J. C. Williamson's musical 'O.K. for Sound.' The latter comes to Australian city from Palladium, London. They're set for 16 weeks, with option.

Svenska Buys U. S. Acts

Jack Wornosky, Scandinavian booker, sailed last week with 17 American vaude acts. Acts do one show per day and are tax free. Harry Norwood will handle all bookings from the U. S. via Wornosky through a contract recently signed.

Omaha's Vaudfilm

Omaha, Nov. 23. Stage of Orpheum lights up for week's showing of 'Waikiki Nights,' first live unit here in several months. Evert Cummings, district manager for Tri-States, trained into Chi last week to glimpse unit and gave it his exec stamp of approval.

Unit opens Nov. 25 for seven-day run. Usual stage show prices of 55c top will hold.

Unit Reviews

TOP OF THE TOWN

(ROXY, SALT LAKE CITY)

Salt Lake City, Nov. 21. Invasion of Hollywood film players to Roxy continues this week as Mickey Daniels of Our Gang comes to the stage. He heads a fair middle-class variety show, billed 'Top of the Town.'

While top billing goes to the red-haired youngster, at least four other acts take lion's share of audience approval. Mickey is listless, his routine puncheon several times. Standouts include Doro brothers, gymnasts; Arlene Mar, Chinese torch warbler; Dottie Dee, girl-in-bronze act, and Jackie Walters, drummer and leader of unit band.

Opener is nothing pretentious, merely showing line of six girls in assorted costumes, accompanied by male escorts who hoof besides their regular chores. Seven-piece band spotted at rear of stage. Leader, however, is in front. He is a young man, Silver, using feeble gags for introductions throughout, praises first Charles Tiffany, whose fast tap routine bounces highly, and a chance clogging in 'Georgia Hunter' follows, winning a hand for her contortions. Orthodox twists, but a little better than average stuff.

Drummer Walters is a young, personable chap, he taps out rhythm on stage props during a flashy overture of his well-stocked equipment. He solo efforts give him plenty of time to get plenty in return.

Silver then, introduces Daniels, who appears wearing corduroy trousers, brown sweater, gym shoes and a dead pan. He remains silent for half minute, then squeals his identifying hystera laugh. He next imitates Clyde McCoy's theme, 'Sugar Blues.' Mickey's dancing doesn't click either. His voice is harsh, and if he possesses personality behind the kleig in his, it isn't produced before Salt Lake.

Mickey is no longer a kid. His proportions resemble those of a college fullback, and he should abandon his present routine of simulating childish pranks if he expects to click during unit's tour.

Show climbs skyward with tapping by Jan and Carroll, attractive sisters.

'I Can't Give You Anything but Love' is Arlene Mar's first song, and is warmly received.

Patrons couldn't get enough of this Oriental Miss, who she vocalizes 'Sing Song Boy.' Her act is unique and she understands mike technique.

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'Without a Song' and 'Roses in the Rain,' latter tune being written by Irving Melcher, local accordionist, with lyrics by Romus Harris, Atlanta songsmith.

Using 'Treador' Song line attired in bullfighting garb, with red cap lined in gold, do a semi-military dance, with Lillian Lucier, entering a nifty semi-strip cape specialty.

Val Ward and Art Vokes, deadpan comedians, go laughs with song and chatter stuff. They sang 'Bom Bom Bay' and danced, and then went into a parody on the William Tell Overture, winding up with leg slapping and tap routine. They had to beg off.

Smylie Gloria, shapely, molasses-haired femme from line, also scored with nifty acro routine to 'The Waltz You Saved for Me.'

Band (Martinez Bros.) backs-up 90-foot rope, from stage to balcony, and does his 'slide for life.' It's one of those novelties that bring gasps from crowd.

Pic is 'Hold 'Em Navy' (Par) and standees were still in lobby after first show broke despite sub-freezing (unusual) weather. Luch.

Folies Internationale

(CERAMIC, EAST LIVERPOOL, O.)

East Liverpool, O., Nov. 20. A better than ordinary layout of standard vaude turns merged into an almost hour-long unit in Gene Hamid's 'Folies Internationale,' current at the Ceramic here.

A company of 33, the unit offers plenty of variety, is well costumed and expertly presented. Production is a relief from the 18 or 20-piece tab shows that have been dished out recently by operators in this territory.

Preceded by less fanfare than most stage dancing shows, the unit is by youth and talent. There is just enough touch of variety in the making of the program to provide pleasing variety.

The unit builds to a near close finish. Orsala Orrell, young singer, supported once with the Metropolitan opera company, opens the program with 'Indian Love Call' and other favorites, which won the audience.

The unit ends with a score with their better than average routine while Rosita and Perez register with well-executed dancing. The 3 Cards have an amusing backward routine.

Cogert and Mott are excellent in their impersonation of the Duncan Sisters. The 6 Tumbling Demons, acrobatic novelty, billed, but not shown. The 14 or 15-piece tab shows, acceptable routines, and costumes is okay. Earle's Swing Band does well. Pic, 'Hot Water.' Mack.

FOLIES COMIQUES

(KEITH'S, BOSTON)

(2nd Edition) Boston, Nov. 20. New issue of 'Folies Comiques,' unit produced for the Keith circuit, is a new tryout here at the Keith, Boston. Producers have assembled a good lineup of acts, but there is obvious need for revision.

Show runs 15 minutes, starting slowly with a series of line numbers in varying tempo and style. Not a line spoken or sung (except once, off-stage, during a production number).

French songs and imitates Hollywood people, and a drunk in the next-to-last spot. Miss Glenn starred, and highly billed, did not quite measure up to the assignment.

Dave Bines has dressed the unit with chorus routines that run from the 1920s to the 1930s, and are commendable.

Three song acts are backbone of the show. Fritz and Lee Hart, in their bloke turn, Boy Foy in his juggling and unicycle act, and the Titans, with a uniquely routine, slow risley-balance act.

Gautier's Toy Shop (dogs and ponies) well received as was Chaz Chase, who eats fire, matches, cigarettes, buttonholes and shirt bosoms.

Although not the best of the 'Folies' shows produced at this house, it is still a good bet.

'Blondes Are Dangerous' (U) on the screen. Biz big. Fox.

HAVANA HOLIDAY

(ORPHEUM, LINCOLN)

Lincoln, Nov. 20. Cuban by way of Mexican entertainers, 'Havana Holiday' is Bill Heston's latest show on Cushman time. Has been on Coast time and is said to be bagging east. Unit has three acts which carry it. The Flying Boleros, the closer, is a bar turn not far from the best of the kind.

Frank Starr, who has a nimble throat, is the midway punch. Then there's the Bronieles Brothers, on three turns, not get by pretty well.

Havana fiesta time sets stage for opening, a parade number with the femme notion finally breaking out in a rumba movement. Roxanne steps at conclusion with a hula dance. Bruce and Jimmy, two-man teeter board, look unfinished.

In the dancing section are the Carlos Sisters, and Romero and Do-reña, rumba. Romero does a solo

cape-swing, too. Musically it's Eduardo Delgado, with three pieces and himself on marimba. Not bad.

Faith Bacon's show works too hard. One of those hand pounders who always outlasts the audience. Show is in novelty vein and will break its best act, ampie spots, because strictly camp. Backdrop and general costuming okay. Biz good. Barn.

PHILLY NITERY LULL CUTS PRICE OF DRINKS

Philadelphia, Nov. 23.

Unprecedented nitery biz here has brought about first cut since repeal in price of drinks in better class spots. Club 15 and Latimer Club have sliced half-dollar levy to 40c. Many others are ready to fall in line with evidences that the shorter tariff is upping trade.

Brightest spot in after-dark horizon is coming weekend with everyone looking for plenty solid biz. Penn-Cornell Thursday, Army-Navy Saturday are figured to help. Hotels have reservations for everything but traditional cot in ballroom.

Charbneaux's Tour

Jules Charbneaux will take his exhibit of miniature articles to Newark and several other American cities. Then will do a spell in Paris. Returns in June to the Radio City Music Hall for 14 weeks.

15 YEARS AGO

(From VARIETY and Clipper)

Combinatic booking deals were agitating pix exhibs, particularly in the midwest. Stated that 2,500 houses had folded due to business slumps and high rentals.

Hope, Dallas, named after Hope Hampton, changed to the Melba. Changed ownership and doing better under the new m-k'er.

Ben Bernie hit the Palace, N. Y., and pronounced the best band act in vaudeville to appear. His chatter clocked 24 real laughs in the show caught. Yvette Rugel, Joe Cook, Duncan Sisters and Bert Levy backed him up.

Lillian Roth, working with her sister, Anna, as a kid act at the Alhambra, N. Y. Real kids then.

Irene Castle heading a four-act at the Palace, Chi. Had her own dancing partner and a sister team to spell them.

Producing Managers Assn. headaching again about specs. Had the bright idea it might help to put some of the tickets on sale at the box office.

Two shows, Barrymore's 'Hamlet' and 'The Fool,' getting along without agency buys.

Circuit of 10 small houses in N. Y. paying acts \$4 a day. Up a couple of dollars for a two-act.

Equity Players, under Equity aegis, floppo.

Jenie Jacobs pulled her unit out of the Shubert office and played it as a musical on the Erlanger time. Did as much on seven shows as she did on 14 on the other circuit.

Isadora Duncan told by Indianapolis cops to behave herself or take a ride in the wagon. What she said about that made all the front pages.

Tax Austin gave N. Y. its first rodeo at the Mad Sq. and N. Y. liked it. Promised to become an annual event. Doing about \$20,000 a night.

Dolly sisters wound up their cabaret engagement two weeks ahead of contract. Could not draw the money being paid them.

John Murdock read the riot act to the Keith agents. Surprised them by showing familiarity with their shady methods. They promised to be good.

Augustus Plou suing Alan Dale for rights to the critic's play, 'Nobody's Fool.' He had produced it a couple of years before and still clai ed it. Dale contended he had let the rights lapse.

Broadway was offering 20 plays of foreign origin of which only three were in the money.

Orpheum circuit told all acts they must not play cabarets on the side. Hurt biz.

French Casino

(Continued from page 45)

stein, a radio talent agent, whereby he heads a new operating syndicate. Blumenthal et al. divest themselves entirely of the operation, reverting to landholders, and getting theirs on percentage basis. Goldstein's backer is said to be Joe Moskowitz, 20th Century-Fox executive; also another exec connected with Leo's. Monte Proser, erstwhile p.a. for the French Casino, swings over to the new combine in that plus an executive capacity. Proser being largely credited with having created limitless good will for the venture. Proser is bringing in George White. Another holdover by Goldstein will be Nat Harris, the manager, who will also get a piece of the spot.

Harris was somewhat demoted with the advent of Henry Lartigue as a direct, well-versed appointee by Fischer. Lartigue, well-known and well-regarded operator of the smartest casinos in Pau, Biarritz, the Riviera, etc., was brought over by Fischer to inject a Continental flavor to what was deemed to be a too-Broadwayish aura. But the aim for hyper-class was militated against from the start, by a combination of circumstances.

Chiefly against the F.C. was old man General Conditions. That, more than the relentless outting-in by the International Casino, proved its economic undoing.

Biz Bad Everywhere

General drop-off in nitery business, which is usually synonymous with a post-Wall business slometer, seemed to hit the French Casino the hardest for two reasons: one, because the fickle N. Y. public, notorious for that sort of thing, went for the newest thing in the Frenchy sort of nite-life, and that meant the International Casino. The other was the fact that the French Casino had been geared to do \$30,000 to \$45,000.

At the little-more-than-\$20,000 pace which the F.C. had been doing the past month the losses mounted weekly, and staggeringly. It necessitated Fischer putting up some of his own money, a departure for the producer, who, heretofore, was a payrolled investor.

French revues on a percentage-sharing arrangement. Blumenthal-Shapiro footed all bills up until recently. Fischer is said to have last put up \$60,000. Creditors are said to have about \$160,000 due 'em.

With Fischer sinking some of his coin in, he put Lartigue in as director-general to run things as both thought they should be. That more or less pleased Blumenthal-Shapiro, who were willing to divest themselves of the details of operations.

It was regarded as a break, also, by many of the sub-contractors who shuttled between Blumenthal, Shapiro or Haring, whereas in Lartigue they had a central source.

New Bob Goldstein operation—a corporation is being formed by Rosenblatt & Jaffe, attorneys—figures that a contrast is necessary.

Because of the International's hold on the field with the French flavor. Accordingly it will be an American-type show, with native flavor, and name dance bands. Abe Lyman will see off.

A deal was more or less on between Fischer and Goldstein, before Fischer's departure for London Nov. 10, for Lyman to come in to succeed Joe Rines.

That litigation is inevitable is manifested via Allen Deutsch, Fischer's power-of-attorney in America, who was busy all day yesterday and Monday reading the girls for their departure today (Wednesday) on the Normandie, to participate in the London Casino revues. The girls are bonded for return passage as are the other acts.

Payoff?

That there will be no difficulties on payoff is more or less taken for granted, although Monday afternoon, after a lobby-front frame heralded that information be made via the French Casino switchboard, the phone company reported that the service had been temporarily disconnected.

Producer of the new American-type show will be George White. White is now on the Coast. He's a pal of Proser's and through the latter White came into the picture. White's meantime went west to start on Columbia film production contract.

It's said that a short time before closing the eatroom concessionaire paid another \$10,000 in advance for his privileges.

Goldstein states that, with full knowledge of possible legal entangle-

ments, it's not the idea of his people to be caught in the middle and that everything will have to start with a clean slate before making any arrangements to walk into the French Casino. It's said his people represent a bankroll up to \$200,000.

Before Fischer sailed it was understood that Blumenthal et al. would continue operating at a loss if he needs be all through November and December, figuring on the Xmas-New Year's impetus to balance things, until the new show was ready for January or February debut.

Fischer spectacle for the F. C. was to have been a lavish aquamarine affair for which elaborate structural changes were to have been made, including a tank, a la the old Hippodrome, N. Y., for water ballets, etc.

At one time the French Casino's net was up to \$250,000, during the first three years of its operations, and it was because of these large profits that Blumenthal and Shapiro decided to re-invest part of their into legit productions.

Fischer subsequently squawked that this dissipation of surplus funds was what created embarrassment with creditors when current bills couldn't be met out of current income.

An idea of Fischer's intention to continue present arrangements was his taking over of Dorothy Kay, erstwhile publicity aide to Proser at the Casino, and have her advance-bail-out from abroad the forthcoming Casino shows, in order to build up expectancy from the other side.

Miss Kay is otherwise Mrs. Ted Friend, wife of the N. Y. Mirror's nitery editor.

Paradox of the whole situation is that the International Casino got off on its wrong foot when stage mechanics went haywire to the degree that the I. C. management broadly hinted at sabotage. The word of mouth was that the French Casino was still the French Casino but after three weeks' intensive work the new International re-premiered.

'Bravo!' revue has been monopolizing the nitery biz since.

State-Lake, Chi, Stickup Try Fails; Wound Doorman

Chicago, Nov. 23. Attempted stickup of the State-Lake theatre here Nov. 22 resulted in wounding of Sheldon Shoreen, doorman, and a policeman.

Gunman demanded money from cashier and was struck on the jaw by Shoreen. Torpedo shot Shoreen and a cop who came running up and then fled into the crowds minus any take.

Easton, Pa., Nov. 23. Bandit who robbed the Boyd, Bethlehem, last week, did not enjoy the money long, for he talked too much and was arrested.

Two days later the bandit, who gave his name as Howard Lambert, 26, of Pittsburgh, walked into saloon in Philadelphia and sent boy to Bethlehem paper, saying he wanted to read about a holdup. He was spending money for drinks and other patrons became suspicious. Police were called and when he was arrested, he confessed. Part of the money was found on him.

Weekend Acts in N. J.

Laurel-in-the-Pines, Lakewood, N. J., reopened Nov. 21 and will adhere to the same policy as last year.

Commencing with Thanksgiving weekend, Irene Beasley and Eddie Garr will be the attractions. Hotel will present same acts as last year. Howard Woods orchestra plays for dancing; WOR hood Sunday afternoons at 4:15.

Woods orch shifts from Laurel to the Floridian Hotel, Miami, opening Dec. 25.

Faith Bacon's Dixie P. A.

Memphis, Nov. 23. Faith Bacon, Orpheum theatre dancer, made the headlines twice last week—once when she was ordered to 'wear some clothes' by Memphis censors who didn't like her dancing merely in soft lights, and again when she was reported to have been arrested.

There were no arrests.

Parisian Folies of 1938

(CAPITOL, ATLANTA)

Atlanta, Nov. 21. Show boasts class, speed, novelty, laughs and dancers. Besides, know how to dance. There's 18 in company, six in band, and it reels off fast in 43 mins. with never a dull moment.

Rex Moad, baritone, opens with 'Was It Rain?' with six line girls, in gleaming white satin pajamas, in background.

Number to 'Kiss Me Again' and take stances in front of bandier while Flo Drake offers a creditable top specialty in fox trot tempo, to Moad's tune.

Pedro and Louis Martinez are next in a foot and handbalancing act that pleased. Boys have neat bag of tricks and do some difficult tumbling stunts, too.

Line, dressed as little girls with ribbons in hair, comes back for kid number. With a boy, singing 'How Would You Like to Be a Kid Again?' Girls do a combination rope skipping, tap, and waltz, clog to School Days. It stops time. Nureyev good reception. Moad then sings

Gay Blades Ice Show Pays Off IATSE Ops. to Play Hub Date

Boston, Nov. 23. Road call was sent out from the Washington headquarters of the International Alliance of Theatrical Stage Employees last Thursday (18) calling a strike with the stagehands and musicians with the Gay Blades Ice Ballet at the Boston Garden Nov. 18-20.

James J. O'Brien, business agent for Local 11, IATSE, declared that since the ice show was a theatrical enterprise, IATSE men should man the spots. When Frank Murphy, representing the Garden, nixed any such idea, O'Brien burned the wires to Washington and got the road call, causing the walkout of the two stagehands, Sanford Gold's band (13), and a few organists.

Garden doors were tight till just before starting time on Thursday. Canned music was used. Regular scenery was replaced by Garden scenery, because of the show's sets being too big.

Arbitration was consummated by Friday when six IATSE men reported for work. Garden is union, AFL, and employs members of the Brotherhood of Electrical Workers Union, Local 103. But O'Brien rated this event a theatrical enterprise, hence lights should be handled by IATSE men. To avoid further emmeshment, Walter Brown, general manager of the Garden, decided to pay off the IATSE men for their work of standing by.

Labor difficulties have been following the ice troupe. In New Haven, the American Federation of Musicians' local laid down the law that the orchestra be composed of four of Gold's men and eight New Haven men. Boston local okayed the entire outfit. But the ice ballet management is dubious on its plans to continue with such labor unrest. Troupe will probably carry a music director, recruiting the orchestra in each town.

BLOSSOM HEATH, DET., RAIDED FOR GAMBLING

Detroit, Nov. 23. Blossom Heath, swank St. Clair Shores niter, which has escaped police interference since July, 1932, was raided Sunday afternoon (21) by state troopers who smashed the lavish interior, seized quantity of gambling paraphernalia and arrested eight employees. Capt. Donald Leonard staged the raid.

Among those arrested was Ben Jacobs who, police said, was the proprietor. Those seized will be arraigned this week on charges of maintaining a gambling joint. Spot's reopening is doubtful before next summer.

Ice Show's \$5,500 In Two Shows, Indpls.

Indianapolis, Nov. 23. The Black Forest International Ice Revue, called off Friday (19) when the ice-making equipment failed, showed to good advantage at following performances.

Biz was fair, considering unusually cold weather, totaling estimated \$5,500 for two afternoon and evening performances after initial night's fiasco. Sealed at \$2.20 top, most of seats filled were in 55c. sections.

Softball on Ice

Saskatoon, Sask., Nov. 23. Kinsmen Club opened new Arena rink, artificial ice plant, here with what is believed to be first game of softball on ice skates. It proved a wow from crowd's standpoint, spills and playing being truly slapstick, without meaning to be.

Two-bit admission also entitled spectators to see bicycle derby, figure skating, barrel jumping on skates, two hockey games, broomball game, carnival attractions and a moccasin dance.

Iva Kitchell to Berlin

Iva Kitchell, American comedy dancer, opens a European tour Jan. 1 at the Scala, Berlin.

'Fines'

George Hale, who books dance troupes abroad, and who sailed last week to open a new 'floor show' at the Grosvenor House, is peeved against some of the Continental resorts who book American girls.

It's due to the system of 'fines' which some of the spots impose on the chorines for alleged infractions of minor rules, such as talking, being late, etc. Hale suspects the systematic docking of a few francs from the girls is done for more than mere disciplinary reasons. Accordingly, he's plenty burned over it and will think twice next time he sends any shows over.

LID'S ON TIGHT IN MINNEAPOLIS

Minneapolis, Nov. 23.

Lid has been clamped tight, on night life here after town had been running wide open for months. It's tough on a number of night clubs which had been disregarding closing hour law and other statutes.

Now, instead of remaining open until the wee hours, they have to toe mark and quit selling liquor at midnight on week days and 1 a.m. Sunday, as required by state law. Gambling devices are out, too. Moreover, six of the larger night clubs are fighting in court to hold on to their liquor licenses which Mayor George E. Leach has revoked. Only a court-restraining order permits them to continue operations.

Tougher times loom as result of mayor appointing an ex-minister, head of Federation of Churches, chairman of a 'morals commission', members of which he will select. Commission will make a survey of conditions and draw up recommendations.

There's plenty of squawking and many business men feel that closing up of town may hurt trade generally. But Mayor Leach is adamant. Newspapers played up charges of alleged protection for certain night clubs, gambling and vice resorts. Claims were also aired that many night clubs were not closing at all, were selling liquor to minors and were housing slot machines and other gambling games.

Even state liquor commissioner publicly charged widespread law violations and matters reached a stage where a grand jury investigation was begun and Mayor Leach was threatened with impeachment. One city official charged that racketeering elements, including former bootleggers, have gotten control of local night clubs.

Tomei Charges Ops Fight His Re-election

Philadelphia, Nov. 23. Charges have been made by A. A. Tomei that niter ops are banding to fight him in his campaign for re-election as prez of Musicians' Local. Balloting will take place Dec. 2.

Tomei, serving his second term, faces stiff battle from Israel Saffron, Earle theatre fiddler. Third man in the contest is Romeo Cella, former prez.

That nite club proprietors might band even to extent of providing necessary cash to defeat Tomei, is entirely possible. He's been thorn in their sides for the past year, forcing many non-union spots to put in card-holding orchestras and upping scales in others.

ROTH AND SHAY'S DATES

Dusseldorf, Nov. 10.

Roth and Shay, American comedy act, are booked solid through next May in Germany and the Scandinavian countries. Have additional offers for Switzerland, England, France, Italy, Scotland, Ireland, Africa, South America and Australia. On their arrival in Europe the pair had dates for only one month. This is their fourth trip to this side.

Brittons Due Back in U. S.

Milt Britton orchestra currently en route back to N. Y. to fulfill vaude commitments.

Band had been doing its act at the Urca Casino, Rio de Janeiro, for the past 28 weeks. Line of girls sent south with Britton by Hal Sands, N. Y. booker, reticketed for another four weeks with indications that engagement might round out to 52 weeks.

CUSHMAN ADDS A MONTH OF BOOKINGS

Lincoln, Nov. 23.

Another month of playing time went on the Cushman circuit books this week when the Frederick-Mercy Theaters, Inc., Seattle, and Fox Inter-Mountain Theatres, Inc., Denver, were dotted-lined.

First outfit places flesh in Walla Walla, Ellensburg and Yakima. Latter, with Rick Ricketson, division manager, making the deal, accounts for Cheyenne, Laramie, Rawlins, Rock Springs, Postville, Kemmer, Idaho Falls, Ogden, Caldwell and Nampa, for two or more days, and a few other one-nighters.

Places the playing strength for Cushman in the west at its top since he started five years ago, and a better break for the units, shortening the jumps. Aiding factor, in recognition for the small-priced units this year, has been the drop of the previously carried costs, most of the places having standbys, anyway.

12 ACTS IN HUB; CUT 75C TO 55C

RKO Boston theatre, Boston, will drop its prices from a 75c top to 55c, effective tomorrow (Thurs.). House has been operating on a policy of first-run pictures and vaude. Scarcity of name acts forced a switch from quality to quantity.

Theatre will retain the showing of first run, booked into the Paramount, p. shows for selected acts. Initial lineup under new policy preems tomorrow with 12 acts.

'Ebbtide' Holdover Sets Back N. Y. Par's Shows

Combination of 'Ebbtide', Bunny Berigan orchestra and Frances Langford, booked into the Paramount, N. Y., for two weeks, goes three and possibly a fourth stanza. Fourth week depends also on whether Miss Langford can absent herself from her 'Hollywood Hotel' program, from which she is currently on a three-week leave. Loretta Lee replacing.

Situation jizzes up Par's schedule of pictures and band shows which are set far into 1938. 'True Confession' and the Russ Morgan outfit, originally scheduled for Dec. 1, has been tentatively set back to the 15th, depending on that fourth week for 'Ebbtide'. Fred Waring and 'Wells Fargo', written in, for Dec. 22, in order to grab the Christmas and New Year holiday trade, come in Dec. 29.

Waring's \$29,500 Record

Pittsburgh, Nov. 23.

Fred Waring and His Pennsylvanians rolled up a new all-time high for band shows at Stanley last week, getting around \$29,500 to top previous record held by Horace Heidt by slightly better than two grand.

Both played the same number of shows, extra performances being scheduled on two different days. However, house's profit with Heidt was slightly bigger since his salary was only \$8,500 against Waring's \$11,500. Ted Lewis, always a favorite, will have Thanksgiving at holiday prices, and a chance to crack the record again.

AFA Now Has 21 N. Y. Niteries

Signed, 10 More in Negotiation; Avert Strike Threat at H'wood

Those 77B Blues

Crack Jack O'Sterman made in Vammy a couple of weeks ago that the International Casino is 'a nice little suburb in itself' had been jocularly taken up by the bistro bonifaces as a laughing alibi for their own blue blues.

Map-up trade of the International left little for the others, and the spread has been so thin it's left many a spot anemic, so that the insiders have been expecting that 77B Reorg. Bogyeman to pop up any time.

MAGIS BURNED OVER EXPOSES

Hollywood, Nov. 23.

Pacific Coast magicians are burned up about the activities of Julien J. Proskauer, president of the Parent Assembly (N.Y.) of the Society of American Magicians, and formal complaint charging unethical conduct will be filed tonight (23) against him by an alternate in New York. If Proskauer does not resign locally in Los Angeles and San Francisco threaten to drop out of the Society.

Proskauer is accused of exploiting his office for his own personal benefit and with having exposed the secrets of magic to the detriment of the membership through his ownership of Stunts, Inc., an advertising outfit which gives away the abacardabra for advertising throwaways and tieups. Magicians here state that Proskauer's activities will make the heavy equipment investments of many of his clan useless.

His activities in this direction have caused a steady flow of criticism from memberships. Coast crowd claiming he has interrupted the harmony in the organization so that there are two battling factions among the magicians.

Information will be furnished the New York hearing committee by Barkann Rosinoff, who will base the charges on facts from disgruntled members on the Coast. They feel, however, that Proskauer is strongly entrenched and has numerous pals in the organization and their charges may blow up in smoke. Members here point out that Louis Zingone resigned from the organization under pressure, after making a Metro short exposing trade secrets, and feel that Proskauer is in the same category.

Barkann Rosinoff refused to make any statement regarding the charges against Proskauer. Declared that only officer entitled to speak for the Society is the Secretary of the National Council, Richard DuBois.

Cuba O.O. Panama Spots; Charge Chiz, Beatings

Havana, Nov. 18.

Expatriation of Cuban girls as hostesses for niteries in Panama is being investigated by the SIM, secret police, as Judge Mencia. More than 30 girls, all minors, are testifying in hearings being conducted by authorities.

Charges most frequent are that girls were mulcted out of their contracted earnings and in many cases settled for a couple of dollars after a month or two of work. Several cases of the girls being beaten.

FTP's VAUDEFILM

Philadelphia, Nov. 23.

Federal Theatre Project here now presenting vaudefilm combos. Shows given in Mercantile Hall include 5,000 feet of celluloid on past accomplishments of WPA, labeled 'Work Pays America', plus big bill by FTP vaude talent.

SACKS ON COAST QUEST

Manie Sacks, vaude and niter act booker for Music Corp., goes to the Coast the latter part of this week on a talent quest and to look over the night clubs there.

American Federation of Actors last week signed contracts with nine more New York niteries, bringing the total of local spots with which it has agreements to 21. Negotiations are going on with 10 more.

Organization also tanged with the Hollywood Restaurant, N. Y., and, after a strike threat, reached a settlement. Chorus girl at the niter was paid \$80 in boosted back pay by the management and the strike was called off. AFA has for several months had a contract with the niter.

Included in the list of spots signed to pacts last week were the Yacht Club, Versailles, Gay 90's, American Music Hall, Little Old New York, Le Mirage, Club 18, Wivel Restaurant and the Mirador. Deals call for a \$40 minimum weekly wage, with various other requirements as to working conditions, dismissal notices, etc. Understood AFA is still dickering with the New York Hotel Assn. regarding contracts for the spots in its various hosteleries.

Cause of the dispute with the Hollywood Restaurant, according to AFA heads, was refusal of the management to pay the chorus girls who also did a single bit, the minimum required under the contract. Gal was getting \$30 a week. When the niter management fired the girl, AFA execs said, the organization demanded she be given two weeks notice. When the management refused a strike was called for last Wednesday (17) night and the entire cast of the show, including Helen Morgan, the star, were notified not to go on.

Sophie Tucker, AFA prez., and several board members were in town at the time and held a meeting on the question, voting to back up the action of Harry Calkins, acting executive secretary during the absence of Ralph Whitehead on the Coast. Before show time the niter management agreed to pay the dancer the wage difference up to the time her two-weeks dismissal notice was effective. Amount came to \$80. Strike was immediately called off and the entire cast played the show that night.

Whitehead is expected back in New York in about a month.

Chi Launches Drive

Chicago, Nov. 23.

Campaign to get full recognition of American Federation of Actors from niteries and hotel cafes has started here, with the AFA readying to license niteries and regulate setup for salaries and shows. Sophie Tucker, v.p. of AFA, stopped off in town early yesterday (Monday) to aid drive.

Under AFA license agreements, niteries will have a three-scale setup for chorus girls' salaries, ranging through \$30-40 brackets, according to length of employment, and work called for. It also establishes a maximum of 28 shows per week.

Niteries have indicated complete agreement with the money and performance regulations of AFA. First to sign the AFA agreement is Frank Bering, Sherman House. The Sherman House had formerly been one of the union's big stumbling blocks.

That 28 performances weekly will exert no hardships on hotels and niteries is evidenced by fact that maximum of shows a top niteries doesn't run over 23 per week on the basis of three daily and four Saturday and Sunday. In the majority of places it doesn't exceed 16 in several it is as low as 16, on the basis two shows nightly with three on Saturdays and Sundays.

With the broad agreement established on performances, there looms a new wrangle between hotels and AFA over the likelihood that some of the hotels will take advantage of the 28-show setup by spotting niteries rooms for private parties in banquet rooms.

SEATTLE CAFES ON UPBEAT

Seattle, Nov. 23.

Club bookings are on upgrade, according to Joe Daniels, agent. One of top club dates this fall was for Chevrolet banquet Friday (19).

Jackie Saunders band, 3 Rhythmies Rockin' Mitchie Carroll, a Carson Twins, 3 Hot Waves and Jackson and Blackwell comprised the show.

Princeton Will Never Forget Elsa Maxwell's Ice-Cream Cone Prom

Princeton, N. J., Nov. 23. Elsa Maxwell promised Princeton she'd put on a party they wouldn't forget in 10 years. And it isn't likely that they will forget about it. For staid, swanky Princeton never saw anything like it before and the chances are no other university or college town in the nation had ever been treated to the kind of party that the celebrated party-thrower threw when she came here Friday night to put on the 'Tigers' annual college prom.

Try to picture a college prom, especially one at Princeton, where there wasn't so much as a drop of liquor and where the desire for it had suddenly vanished into thin air, and try again to picture President Harold Willis Dodds and some 1,000 college boys and their very best girls eating ice cream cones and coming back for more—then you got a pretty good idea of what Elsa did at Old Nassau. It was not only the 'schooner' prom in college memory but the most frolicsome and star-studded spectacle as well. And if that isn't showmanship then Elsa's willing to step down and try her hand at housecleaning or selling dresses.

It's all very true that Princeton routed Navy Saturday afternoon for one of the most football upsets of the day, but Saturday night the chief topic of discussion here still concerned the 'wholesome' aspects of the prom and the infectious Maxwell spirit which dominated the affair. From the moment Elsa arrived at Princeton with her party early Friday night until she officially declared the festivities over on Saturday morning as the initial vanguard of football fans was already arriving, Miss Maxwell took over Princeton. And she took it over with the same self-confidence with which she manages the social gatherings of bored society in New York and abroad.

Miss Maxwell began the party with a dinner in the beautiful appointed Nassau Tavern, traditional Princeton-eating place. Trouping over with her from Park Ave were a choice array of friends and guests, including Duke de Verdura, the Vicomte de la Rouchefoucauld, the Marquis and Marquise de Polignac, Mrs. William Randolph Hearst, Sheila Barrett, Clifton Webb and others.

About 11 p. m. everybody assembled in the College gymnasium where, in a festive setting of orange and black colored balloons and confetti, the night was dedicated to the 'Big Apple' Count Basie and his colored orchestra and the Princeton Tiger undergraduate band alternately provided music. Then at 4 a. m. Richard Himber took over the music assignment. Fifteen Big Apples, led by Arthur Murray in person, gave an exhibition of modern dancing in cowboy attire. Sheila Barrett mimicked a lot of famous people and Clifton Webb did a couple of turns. Miss Maxwell ran a competition for couples doing American dances which was won by Karl E. Norton Jr., class of '40, of White Plains, N. Y. The competition was judged by Clifton Webb and the winners were presented with a five-foot trophy. There were other professional turns, too, including ballroom dancing and a comedy magic skit.

And through it all everybody kept on eating ice cream cones, and liking it.

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Moss' Reappointment Still Up in the Air

Nothing definite yet on Paul Moss' reappointment as N. Y. License Commissioner. Some commissioners will be reappointed but there is no word at all as to Moss' reappointment.

Moss visited two Brooklyn burly houses last week, complimenting one, the New Casino, on its show, and telling to reporters he was determined to bring back vaude and eliminate burly permanently. Other house visited was the Star where Roxanne Glickman, former wife of Kingfish Levinsky, the boxer, appeared as a stripper. Hearing on the Star's license will be held today (24).

Saranac Lake

By Happy Benway

It's here at the Tommy Finnans', seven pounds, called Tommy Finnans, Jr.

Snow here, six inches tall, first fall of season.

Tommy (Vicks and Lawrence) here for a look-see check-up... they couldn't find anything. He's from Boston. Potter's Grill, a shuttered night-spot, reopens, now called 'Eileen's Rendezvous,' will have a flesh floor show.

Johnny Highland, New Yorking, cooing Jack (Broadway Sam) Lefler.

Harold (WB) Rodner here placing his final o.o. on the new equipment at the Will Rogers.

Hank (MGM) Hearn, an Atlanta, Ga., product, will will Rogers it for a while.

Hazel Smith, ex-vaudevillian, new arrival being ood for slight setback. A. P. Benoit, Sr., swapping Joe Millers with Happy Benway, father and son, first meeting in 10 years.

Pete Charles Syracuse, nite-spot owner, here straightening out his recently closed place.

Helen Rabidoux (ex-cashier Pontiac theatre) now connected with a medico's office.

State Conservation Dept., working at Lake Colby, taming the bigger fish so that Ruth Morris can catch.

Walter Winchell, admitted into our Good Samaritan Club, a union vote accorded him, has personally been the direct cause for many in the Actors' colony being able to get their eyes and teeth treated, this derived from donations to the local William Morris Fund, plus his direct interest in the colony.

Things that help make this Actors' colony: The first actor sent up here for his health (Charlie Church ex-minstrelman of fame) sponsored by McIntyre and Heath (1916). The N. V. A. sanatorium, now the Will Rogers hospital. The Robert Louis Stevenson Memorial. The William Morris Camp Internment. The Actors' Fund, the Jewish Theatre Guild, the I. T. S. E., the Broadway—Saranac Relief Fund, which sponsored flesh seekers up here, the Eddie Cantors, George Jessel, Al Jolson, Col. J. C. Flippen, Major Bowes, Jack Dempsey, the William Morris Office gang, the Major picture circuits, Harold Rodner et al., who yearly donate their services for the annual drive that makes this Colony possible. Dr. Edgar Mayer, Dr. George Wilson, Dr. Karl Fischell, Dr. Warner Woodruff, Dr. Henry Leetch, Dr. George Stivers, who sent hundreds of showfolk home in good health. The visits and the 'We-Bide' home of Sir Harry Lauder, the yearly donations from an auditing and appreciative public, the thousand who have been cared for by the theatre and sent back to their loved ones in good health, Rev. Father Edward F. Leonard, Actors' Chapel chaplain (N. Y.).

Write to those that are sick in Saranac and elsewhere.

Art MacFarland III

Pittsburgh, Nov. 23.

One of Fred Waring's star performers, Art MacFarland, who seeks the maestro all through his show in Phil Baker-Bottle manner, fell seriously ill here last week while Pennsylvanians were playing at Stanley. He only appeared here in a couple of performances and then was rushed to New York for observation. MacFarland has been ailing for several weeks but condition grew serious opening day here at Stanley. Waring in Washington this week without any heading and doubtful if MacFarland will be back with the act for some time.

'Big Union' Songs

(Continued from page 1)

fun is poked at the labor movement, however, so that provides a relief from the mere propaganda product. Preview of 'Pins and Needles' last Saturday was attended by labor moguls and public officials. It's all, according to David Dubinsky, president of the ILGU, who spoke after the show, part of the union's plan to further cultural activities among its members.

A divided press on the opening may be expected, but there's sure to be a lot of praise for these lads and lassies of the garment trades. As seen at the preview they are quite un-Broadwayish in appearance; no pretty boys and probably not a single Hollywood possibility among the gals. They look just like what they are—garment workers, who have spent a full year working to turn out a competent and vital production. The year, however, it is pointed out, actually was only in part time snatches of rehearsal, so that it does not amount to much more time than spent on a professional production.

Show will run nightly after the opening, seven nights a week. Admission will be 55c. to \$1.65, and can't possibly coin money in its present quarters, even with a cuffs cast. The dough's all going back to the cultural lit however, after expenses are paid. Actors will be given supper money and union stagehands, musicians, royalties and so forth will all be paid. Intention is to sell out in groups a la Theatre Union.

Staging is by Charles Friedman, music and lyrics mostly by Harold J. Rome, sketches by Arthur Aront, Marc Blitstein, Emmanuel Eisenberg and others. S. Syrjala has designed the sets, choreography is by Benjamin Zemaeh and the dance routines by Gluck Sander.

Cast has rehearsed piecemeal for the past year and suggestions will undoubtedly come from some quarters after the opening that some of the professional unemployed actors might do well to get themselves jobs in the needle trades and work nights for the experience. These kids certainly must have gotten a lot of it for its well ahead of those points, revue productions which exploit the fact that it's all new talent in the cast as an excuse for other shortcomings.

BROUDY STRICKEN

Pittsburgh, Nov. 23.

Dave Broudy, veteran house orchestra conductor at Stanley, was stricken seriously ill last Thursday night (18) just before opening of Ted Lewis show and was ordered to bed by his physician for indef period. Broudy had been ailing for couple of weeks.

During his absence, Stanley will eliminate overtures, with Charlie Riley, Broudy's aide, taking charge of pit crew's regular chores until his return.

WHAT'S IN A NUMBER?

Philadelphia, Nov. 23.

Nitery acts here are taking the rib on their shuffles among numbered clubs. Boys claim Kippi Velez, in moving from 41 Club to 15 Club, lost 26 points, while Doty Dean went up six by shifting from 15 to 21 Club.

Tops, by this system, is obviously 1,523, highest in town.

Lynch vs. Domestic Petals

Philadelphia, Nov. 23.

Jack Lynch, 20 of Cafe Marguery in the Hotel Adelphi, summoned into domestic relations court last Thursday to answer a petition filed by his estranged wife, Mrs. Regina Lynch, asking that she be granted support of \$25 a week for herself and son.

Lynch told the judge he had no objections to the order, but obtained a two-week delay to consult his attorney.

Nitery Placements

Bill Robinson, Cotton Club, N. Y.
Howard Montgomery, Vivian Francis, James Penman, Coconut Grove, Hotel El Comital, N. Y.
Helen Shaw, Dagmar, Club Cavalier, N. Y.
Sunny and Shirley Dall, Yacht Club, N. Y.
Charles and Catherine Jay, Leon & Eddie, N. Y.
Art Tatum, Harlem Uproar House, N. Y.
Jim Karney, Marlo's Mirador.

Niteries Call Vaude Names

Decline of Bookings Finds Acts Turning to Cafes in Drive for Recovery

Chicago, Nov. 23.

Well into the new season, vaudeville finds itself with seven weeks' work in a large midwest territory. Against this is the solid season of bookings almost guaranteed any-act by many more niteries. These added to a shortage of acts in the business, has bookers throwing up their hands to everything except how to get enough acts to make up the few bills they have left.

Not only has cafe business taken singing, dancing and novelty turns, but this season it has used, at least experimentally, every type act in vaudeville. Click of a few magicians throughout the country during past couple of seasons, Edgar Bergen galloping to success after a cafe booking at Chez Paree here last December, and actual need for acts has forced cafes to take acts this season that they would have turned down a year ago.

Names Demanded

This is true both of names as well as standard turns. Cafe operators find that the only thing which will save their business is a name. With names at a premium, several top class players, who have spent all their lives in musicals or vaudeville, have tried working on a floor. Most notable of these here are Willie and Eugene Howard in the current Hi-Hat show.

For every name act that's used there are a dozen standard turns booked, most of them from vaudeville. The drain has left that branch of business in such straits that no booker hopes to get any semblance of balance to his layouts. Even customers are getting used to seeing three dancing turns in a row, two saxophone solos or four comedians.

A few seasons ago many of the now successful nitery turns wouldn't take a cafe engagement. Cafes were then, in their opinion, illegitimate and a not entirely respectable part of show business. Continued raising of standards by operators leaves no such question today.

Gradual slimming of vaudeville time has done its part, too. For example, turns jumping into the midwest for work find that there are 21 days of weekend or one-day stands scattered throughout the midwest. These, with all weeks in Milwaukee, Detroit, Kansas City, Indianapolis, Minneapolis, Denver, Memphis and Chicago. Even these dates are not constant, theatres switching policy from time to time. Some of the weekend and one-day stands use flesh only intermittently.

Shortage of Acts

Some of these towns (Chicago, Milwaukee, Indianapolis and Minneapolis) do, of course, have more than one house using vaudeville, but no act expects to play more than one house in a town. However, that is not always true. More than once—Chicago, for example—the shortage of acts has forced bookers to use a turn which played an opposition house only six or eight weeks before. This, even though all four Chi flesh houses have loop locations only two or three blocks apart.

In the case of niteries, the situation is entirely different. They're more numerous, there aren't any units to lay off when a single act could work. Engagements run from four to 39 weeks at a spot.

As with vaudeville years ago, there are enough spots so that any act, no matter how small or bad, can find work. If not at the Chez in Chicago, then at Buck's Teeth, three miles out of Podunk.

Vaudeville plays one-day stands and weekends intermittently in Rockford, Peoria, St. Charles, Vincennes, Lafayette, Muncie, Terre Haute, Madison and Sioux City. No town, nor any country road, no matter how small or lonely, fails to have at least a tavern sporting a floor show.

Pittsburgh Agent Held On Morality Charges

Pittsburgh, Nov. 23.

Robert Burns, Pittsburgh booking agent, was held for further investigation last week on morality charges, by Magistrate A. D. Brandon, following his arrest upon the complaint of Diana Raymond, dancer. She testified that Burns introduced her and her sister, Margaret, also a dancer, to three men, who said they were going on a 'party' and that the girls would be paid.

The dancer, who claims Dallas as her home, told officers that Burns had obtained several safe dates for her, but that she severed connections with him last week when a nude was demanded of her at an Indiana, Pa., job, which he booked.

Sherek Due in N. Y.

London, Nov. 23.

Henry Sherek and Sir Louis Greig, latter director of Dorchester House, sail from here for N. Y. today (23). Pair will talent hunt for new show in the cabaret portion of the hostelry.

N.T.G.'s Record 5G

N.T.G. booked for three out of town RKO dates at a net salary of \$5,000 per week. Figure is \$500 over his previous and is an all time high for unit.

Opens at the RKO-Keith, Boston, Dec. 2 and follows at the RKO theatre, Cleveland, Dec. 10. N.T.G. is currently at Loew's State, N. Y.

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WEST END, N. Y.

PARAMOUNT, N. H.

FOX, DETROIT.

Usually, Oriental juggling acts are good but lack showmanship. The Wen Hai troupe, two gals and a

FOX, K. C.

Don Tiff takes over Judy Conrad's baton this week. Hoyt.

STATE-LAKE, CH

Picture for the week is 'Annapolis Salute' (Par.). Business on dinner show, opening day, was off considerably from average. Loop.

Leonard Reed, producer, is to be credited with turning out an entertaining though sometimes puzzling aggregation. His dance routines, such as "The Ghetto," are so consuming that even the best dancer has to work to do and consequently went a little berserk in reaching for laughter. More of the Haunted Cave comedies, where genuine Negro comedy, Pigment, Crackers and Baskette hit the screen, and the "Ghetto" Girls are best trained group of colored terpers yet encountered. Nunners do them and producer credit.

Harlem's famed Willie Bryant, stage-bowed for his former act parading in the streets, is a little innocent with his usual suavity. Always a smoothie, Bryant hits it off best when working for and with it.

HIPP, BALTIMORE

Block and Sully, following with some new material and business soon out solid spot, justifying audible reception accorded them. Dialogues skillfully timed and ably handled. Song and dance finish is okay.

Collegians close with routine hoke, including familiar trained seal stuff, Gable takeoff and burlesque ensemble of celebrities. **Burm.**

EARLE, WASH.

[illegible]

WINTERGARTEN

High spot No. 2 is Rebia, the bo-
(or: is it displeased?) juggler. He
never deigns to tackle more than
three things at a time, and even
these he inevitably slings away
in disgust. His wry grimaces at him-
self put him over with the audience.
Richard Kistenmacher, single, se-
ems to like his own jokes, which are
the breed known as 'homey.' Joe
Lang's 14-girl band closes
first half. Orchestration is of
songs more so, and comedy attempt
brodie.

EARLE, PHILLY

Companies the acrobades.
 if effective. A comedy song (n
 and a little fake magic round
 act. The audience gave Micho
 swell hand.

Borrah Minevitch's Rascals, v
 out Minevitch, close show.
 monica outfit goes through its
 tamed routine, rendition of 'L
 house Blues' being standout. 'Sh
 little comic, helps with his fu
 business. Offering, as a w
 smooth and not overlong. It
 crowd out happy. Water

Burch had been presenting burlesque at the Grand with fair success. Current season started off the best yet, but for the past month patronage dropped off sharply.

'PRIVATE' SUNDAY LEGITS

Permanent National Theatre Out of WPA Aim of 2 Bills Before Congress; Other Terms

Two bills before Congress aim to establish a National Theatre under Government patronage. Measures have aroused considerable interest on Broadway, particularly among players, since the chance of engagements would be increased should either bill be enacted. On proposal was written by Congressman James M. Coffey of Washington, the other by Congressman William I. Sirovich of New York.

Both bills appear to have been inspired by the activities of the WPA relief theatre, known as the Federal Theatre Project. Sirovich favors establishment of a bureau of fine arts, the head of which would be the President's cabinet. Coffey's bill proposes to lift the FTP out of the WPA setup so there would be no doubt as to its permanency. One weakness seen is the limited salary set for the commissioner of such a project. Doubtful if an efficient executive could be attracted unless the compensation were measurably increased.

Coffey contends that the FTP has indicated the potentialities of a flourishing culture throughout the country. Argument for a Governmentally-backed theatre is that such a project would provide entertainment for all classes and not be restricted because of high admission prices, as in the larger cities.

He proposes to lift the entire Theatre Project out of relief and transfer it as is to the planned national theatre, but to expand it, taking over the other so-called cultural fields now included in WPA. Bill names the theatre, dance, music, literature, graphic and plastic arts, architecture and decoration, all with their allied arts, to be included in the bureau.

Coffey bill fixes the salary of the proposed commissioner at \$5,000 yearly. Head would be appointed by the President for two years, although the term could be extended. Commissioner would have six aides. Regions would be established, each with an administrator (at \$4,000 per year) and four aides.

Provision is made to enlarge the FTP, which was cut down 25% last summer. Coffey's proposed bureau would also raise salaries not less than 20% over those now paid. No maximum nor minimum is set and the least players would receive would be \$29 net week, as against the present \$23.85 in the FTP. Number of people who would be engaged would increase the present complement not less than 20%, and could double the number. No relief status would figure.

Congressman figures that the FTP has 'decentralized' the theatre in that plays are given not only in the several key cities. Plan fostered by Sirovich was introduced by him twice before. Last spring the congressman addressed the American Theatre Council convention in New York, spiritedly speaking on behalf of the WPA theatre project, and declaring 'we must establish a national theatre.'

Year or so ago a national theatre bill passed Congress and received the White House signature. Since then nothing has been heard of the movement. Measure, however, does not call for federal financing. Plan was to build a theatre in Washington, D. C., and operate from there, but there was a stipulation that called for economic operation. Names of socialites in the capital, Boston, Philadelphia, New York, Baltimore and Chicago were mentioned as being interested in the idea. Claimed that \$1,000,000 would be subscribed for the establishment of the theatre, but whether the coin was ever raised was never revealed.

Public meeting to arouse support for Congressman Coffey's bill was held Monday (22) night at the Union Memorial Methodist Church, N. Y.

'By Popular Demand'

Richard Rodgers, who composed the tunes for 'I'd Rather Be Right', Alvin, N. Y., had the right to reserve four tickets, nightly for the show. Requests for the tickets became so heavy he decided on a European trip and sails tonight (24). Lorenz Hart, who penned the lyrics, ducked for Italy last week, giving the same reason.

Boxoffice, staff, in reporting the gross to Sam H. Harris, show's producer, one night, apologized because the number of standees at that performance had dropped.

CASTING NIXES 'TIME' ROAD PLANS

Plans for the road company of 'Having Wonderful Time,' which was nearing the rehearsal stage, has been set back. Reason appears to be casting difficulty. Decision to delay came after a number of players were given readings. Leads have been changed several times in the original troupe, but none of those formerly in the show is available. Management, however, claims the road plans are still on the fire.

First company of 'Time' is now in its 40th week at the Lyceum, N. Y., with tickets on sale up to New Year's Eve.

EQUITY SWITCH NOW FAVORS IT

Actors Considering Dropping Double-Pay Rule to Permit Plan Similar to London's Subscription Performances for Tryouts—Managers Claim Present Stand Nullifies N. Y. Statute Legalizing Shows

COMMITTEE TO REPORT

Equity is now favorably considering Sunday legit performances, with certain limitations, but not at the behest of managers. Association's council appointed a committee to report on the feasibility of Sundays along the lines of London's, for the benefit of its members who may be laying off.

In London there are several groups specializing on Sunday night shows, admissions to such performances being by subscription. Along such lines the British authorities consider the presentations to be 'private' showings. Little or no interference over the text of plays is given, and some being played which would probably not pass the censor if offered for the public performances.

London Sunday system calls for the tryout of new plays and, while the presentations are supposed to be private, critics are generally invited and reviews appear in the dailies. If the Equity idea becomes an actuality (Continued on page 60)

TMAT Pickets 5 B'way Houses As Blow at N. Y. Managers; Guild, Grisman Targets; AFL Angles

That's One Way

Weather was raw and wet when the Theatrical Managers, Agents and Treasurers Union started picketing five Broadway theatres Saturday (23). Most of the placard bearers were boxoffice men out of jobs. At the Forrest theatre (Tobacco Road) the pickets were told by the stage crew that they could have drinks gratis in the adjoining hotel bar. Stagehands left an open tab in the bar for the benefit of the chilled picketers.

Board of the Theatrical Managers, Agents and Treasurers last week ordered the picketing of six Broadway theatres in retaliation to the managers' refusal to recognize the union. Houses picketed were those in which Theatre Guild attractions are playing and those operated by Sam H. Grisman. Latter however, denied he had any objection to his front of the house joining TMAT and claimed several are members. Union on the other hand, declared the manager had stated he would not engage members of the organization.

TMAT immediately raised the initiation fee after advising the box office staffs, company managers and agents that they could apply for membership up to noon Saturday (20) upon filing application and paying \$36. After that hour the initiation went to \$150. At one o'clock the picketing started.

FILL 19,000 ADVANCES; NEW 'RIGHT' RECORD

Another new record for advance mail ticket selling is credited to 'I'd Rather Be Right', Alvin, N. Y. Stated that 19,000 orders have already been filled, out-of-town orders being taken care of up to Jan. 10. Monday's (22) first mail brought more than 550 orders from out of town and the second delivery included another 150. There are 2,200 such applications on file for February performances.

Early this week an added staff of five ticket sellers was assigned to the orders and new racks for tickets ordered. B.o. staff was working Sundays even before the show opened.

Houses affected were the Shubert and Broadhurst, which have the Guild's 'Amphitryon 38' and the new 'Madame Bovary,' and the Belasco, Hudson and Windsor, which have 'Golden Boy,' 'Too Many Heroes' and 'Work is for Horses,' latter having opening last Saturday (20) night. Pickets were on half-hour shifts and when men were relieved, they replaced others at the various houses affected. Monday the Guild was included, 'The Ghost of Yankee Doodle' having opened there.

Complaint Against Guild

Union's complaint against the Guild is that organization's practice of placing its own girls in boxoffices when its shows are operating. Result is that the regular ticket staff is tossed out during such engagements. Guild contends that its subscription system is such that only its people can handle tickets properly. (Continued on page 54)

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'Mulatto' Management Pays Claim Vs. B'port Mgr. to Fill Next Date

Players and new management of 'Mulatto,' which recently opened in Bridgeport, Conn., faced a perplexing situation when the house was attached by a Worcester, Mass., creditor who had a claim against the house manager, reputed to be one Ben Levene. Attachment was found to include the production and wardrobe of the cast.

Although it was figured that the inclusion of the show property could have been voided in court, the show had no alternative but to pay out some \$200 in order to fill the next engagement. Show management was reported getting the coin from the players, who refunded their salaries with the understanding they would participate in profits.

Mixed cast drama was originally presented by Martin Jones. It went to the road twice last season and finally came a cropper in Philadelphia, where the mayor ruled it improper. Present venture was put out by Hurst Amys, actor, and Lillian Heath, non-pro.

Stager's Radio Gadgets

'Something for Nothing,' play by Sid Schwartz and Harry J. Essex, which opens Nov. 25 at Providence, is centered on a typical radio contest. Production will use a transcription of Martin Block's voice. He is currently on the radio via 'Make Believe Ballroom' program over WNEW, N. Y. Other radio gadgets are included in plot.

Schwartz was publicity director at WNEW until a few months ago and has been connected with radio in various capacities, including acting, for more than eight years.

Free Space for FTP Has Chicago Show Biz Wondering How It's Done

Chicago, Nov. 23.

Publicity being grabbed in dairies by Federal theatre has commercial show business boys wondering how it's done, since press stuff is supposedly on a strictly ad-linage basis in the majority of the papers and Federal theatre cuts ad down to a minimum.

All dairies are going overboard on Harry Minton's staging of Eugene O'Neill's 'The Straw' and the revival of George Bernard Shaw's 'The Devil's Disciple,' set to open Thursday night. Have increased picture space to the extent that two and three-column cuts are the general thing rather than one-column, as heretofore. Also getting a plentiful supply of boxed stories and some by-line stuff from critics themselves.

Last weekend, the project's two shows topped all other productions in town in amount of free space. Demonstrates new policy of papers, none of which would even recognize the existence of the Federal theatre the first of this week.

Start-off of weekend was with the Daily News using an amusement page streamer, something rarely done by the paper, carrying two half-column stories, and pictures. Other papers followed with pictures and releases, the only one shy being the Tribune, which missed the photo display.

Outside the wondering-how-it's-done by commercial boys, there is no other feeling—none of the latter expressing any resentment over the success of the project in grabbing space even though not buying as much in ads as the other shows are doing.

WYNN SHOW DUCKS PITT; FROM PHILLY INTO N. Y.

Pittsburgh, Nov. 23.

Town's excitement at prospect of first musical show of season was short-lived when Shubert's decided Ed Wynn's 'Hooray for What' was ripe for N. Y. Winter Garden after a month out and canceled scheduled further week's testing here at Nixon Nov. 28. Piece instead goes direct from Philadelphia to New York for opening Dec. 1. Another promised song-and-dance item, 'Between the Devil' is also uncertain. If it doesn't show up next month, burg will have had more than three months of legit far without a single musical, for which this town's a pushover.

Looks like Nixon will have its first dark session next week since season opened late in September. Nothing in sight to follow current 'Victoria Regina' and no booking yet for following week either, Fredric March-Florence Eldridge play, 'Yr. Obedient Husband,' scheduled for Dec. 13, is only thing in sight so far. Following stanza is Xmas week and house will definitely go dark then as per usual custom.

Coast Bookers Organize

Hollywood, Nov. 23.

Booking agents in the Los Angeles territory last week organized the California Theatrical Agents' Assn. with Walter Greza, president, Al Wager, vice-president, and Norman March secretary-treasurer. Around 35 agencies are represented in the membership.

Body was formed following demands by a committee of the American Federation of Actors for minimum wage scale for bookings.

ENGAGEMENTS

Clarence Derwent, Elfrida Derwent, Barbara Barton, 'Lady Precious Stream' (Coast co.).

Walter N. Greza, George J. Lewis, Kay Miller, David Morris, Beatrice de Neergaard, 'One Flight Down.'

June Clyde, Jack Whiting, 'Hooray for What.'

Vera Zorina, 'I Married an Angel.'

Rose Hobart, Weldon Heyburn, J. Hammond Dailey, William Edmunds, 'Siege.'

Rex O'Malley, 'Merely Murder.'

Fraye Gilbert, 'Room Service' (New Haven co.).

Future Plays

'Heavenly Express,' fantasy by Albert Bein, may be produced by Burgess Meredith. He plans to play the lead.

'How to Get Tough About It,' by Robert Ardrey, is Guthrie McClintic's third production of the year. Rehearsals starting around Christmas.

'Silent Partner,' on the Group Theatre's schedule, is Clifford Odets' latest.

'Come Home to Roost' tentatively on program of Richard Herndon. Comedy, by Richard Herendee, tried out a year ago by Herndon in Boston.

'A to Z,' novelty revue taking in all phases of show biz, slated for Broadway debut next January backed by E. K. Nadel. Edward J. Lambert and Sidney Richards collaborators on the book.

Equity to Huddle With Managers on Threat To Enforce ATC Policies

Equity council last week considered its recent resolution designed to force into line all managers not cooperating with policies of the American Theatre Council. Action resulted from managerial objection to the resolution. Equity had referred to the resolution as 'a new policeman on the theatrical beat.'

Paul Turner, Equity attorney, was instructed to confer with the legal advisor to the League of N. Y. Theatre with the idea of clarifying the resolution and rephrasing it to conform with Equity's statements that no such extreme would be resorted to without a preponderant agreement from the managers.

It has been stated that the resolution was formally adopted by council, but that a rough draft was agreed on subject to further consideration. According to the announced version of the resolution, Equity proposes to enforce ATC moves by the cancellation of actor contracts.

DULZELL TO COMPLETE HIS TERM AT EQUITY

Paul Dulzell will serve out his term as executive secretary of Equity, it was stated yesterday. E. J. Blumkall-so advised the council yesterday after returning from the bedside of the sick man.

Dulzell was re-elected last spring for three years on the regular ticket with Frank Gilmore and others. Several weeks ago he presented his resignation which the council refused to accept.

He has been absent several weeks and is now recovering from influenza.

FTP 'Weavers' Painted Red by L. A. Protestors

Los Angeles, Nov. 23.

Group of professionals opposed to the local setup of the Federal Theatre Project has filed protests with California congressmen and others against staging of 'The Weavers,' Gerhardt Hauptmann drama, on the ground that it is red propaganda.

Leader of the protestors is Mrs. Clarence Myers, actress now residing in Los Angeles. 'Weavers' is slated to opening Thanksgiving day at the Mayan.

Baker City (Ore.) O. H. Burns Down; Legit Cancels

Opera House at Baker City, Ore., gets very few roadshows anyway, and with the destruction of the theatre by fire last week, there's little likelihood of a new one being built. 'Room Service,' which has been doing in and out business on the Coast, was booked into the spot. Claimed the house was sold out in advance.

Current Road Shows

Week of Nov. 22

'Barchester Towers' (Ina Claire), Royal Alexandria, Toronto.

'Behind Red Lights,' Maryland, Baltimore.

'Brother Rat,' Selwyn, Chicago.

'Brother Kat,' Erlanger, Buffalo, N. Y.

'Brown Sugar,' Majestic, Brooklyn, N. Y.

'Doll's House' (Ruth Gordon, Paul Lukas), Davidson, Milwaukee.

'Hooray for What' (Ed Wynn), Forrest, Philadelphia.

'House Master,' Chestnut St., Philadelphia.

'Leaning on Letty' (Charlotte Greenwood), Paramount, Toledo, O. (22); Hanna, Cleveland, O. (23-27).

'Love of Women' (Hester Angel), Wilbur, Boston.

'Merely Murder,' McCarter, Princeton, N. J.

'Monte Carlo Ballet Ruse,' Hershey Community, Hershey, Pa. (24).

'Richard III' (Maurice Evans), Ford's, Baltimore.

'Tight This Way,' Cass, Detroit (21).

'Room Service,' Copley, Boston.

'Room Service,' Baker, Baker City, Ore. (22); Pinney, Boise, Idaho. (23); Paramount, Salt Lake City, Utah. (24); Orpheum, Ogden, Utah. (25); Audé, Denver, (27-29).

'Shows of Shows,' Geary, San Francisco.

'Stage Door' (Joan Bennett), Cox, Cincinnati, O.

'Three Waltzes,' Opera House, Boston.

'To Be Continued,' National, Washington, D. C.

'Tobacco Road,' St. Charles, New Orleans.

'Tonight at 8:30,' Rivoli, Portland, Ore.

'Tovarich' (Marta Abba), Shubert, Boston.

'Tovaitch' (Eugenie Leonovich), Hipp, Terre Haute, Ind. (22); Memorial Audé, Louisville, Ky. (23); Victory, Dayton, O. (24); Fairbanks, Springfield, O. (25); Shrine Audé, Ft. Wayne, Ind. (26); Granada, South Bend, Ind. (27).

'Victoria Regina' (Helen Hayes), Nixon, Pittsburgh, Pa.

'Women,' Erlanger, Chicago.

'Yes, My Darling Daughter,' Grand Opera House, Chicago, Ill.

'You Can't Take It With You,' Harris, Chicago.

'You Can't Take It With You,' Plymouth, Boston.

'You Can't Take It With You,' Maryland, Cumberland, Md. (22); Jefferson, Charlottesville, (23); James, Newport News, (24); Lyric, Richmond, (25-27).

'Yr. Obedient Husband' (Fredric March), Hartman, Columbus, O. (26-27).

Record Booking List For Columbus; 4 Shows

Columbus, Nov. 23. Beginning the day after Thanksgiving, Hartman theatre will be dark only two nights in two weeks—something of a local record.

Shows booked in by Manager Robert Boda are the Fredric March-Florence Eldridge starrer, 'Yr. Most Obedient Husband,' for Nov. 26-27; Charlotte Greenwood's 'Leaning on Letty,' Nov. 28-Dec. 1; 'Stage Door,' Dec. 2-4, and 'The Women,' Dec. 7-8.

Shows Out

Only closing on Broadway last week was 'The Tough Breaks' which opened Friday (19) and closed the following night (20), after just three performances. It was given one of the severest critical drubbings in years.

THE TOUGH BREAKS

Opened Nov. 19, '37. All critics went after this viciously. Whipple (World-Tele.) said, 'Kindest thing would be to ignore it, completely.' Brown (Post) 'As a three character play it has three characters too many.' Anderson (Journal) 'There were moments when I thought it would not survive. It's own second act.'

Play had a three-person cast and a short bankroll.

Inside Stuff—Legit

Reason for the sudden postponement of 'Four Cents a Word' is that John Cecil Holm wants to write the play singlehanded. Marc Connelly and Sam Spewack attended rehearsals of the show a few days before the scheduled opening and thought it had fine possibilities which could be exploited in a couple of days' rewriting.

Holm would have none of it, however, since he's determined that nobody should say anybody else wrote his play. Is touchy on the fact that George Abbott directed 'Three Men on a Horse' and that many later stated conversationally that he rewrote it. Abbott was billed as co-author. Holm locked himself in a hotel room to try to finish the rewriting job, but it was finally considered best to postpone production. From a source close to the management, it's stated that the show will have another try in about six months.

Stanley Preston Young, who wrote the drama in verse, 'Robin Landing,' one of last week's debuts at the 46th Street, N. Y., is a book reviewer on the N. Y. Times. Play, which drew a thumbs down press, is not Young's first effort for the stage. One, 'In Praise of Husbands,' was done by WPA in Bridgeport, Conn., last season. It was later tried in the summer theatre at Matunuch, under the title of 'Double Exposure,' but a pen name was used.

T. Edward Hambleton, associated with Sidney Harmon in presenting 'Landing,' is a wealthy youth who backed the Matunuch season.

Dock Street Theatre, Charleston, S. C., oldest legit house in the U. S., alluded to as the opera house, will present Farquhar's 'The Recruiting Officer,' Saturday evening (27). Events accompanied by a musical recital, will start at 7:30 p. m. and is billed as a 'festive and formal opening.'

House, which has been remodeled, dates back two centuries and so does the comedy. Presentation is under the auspices of the mayor and city council and it is hoped to intersperse road attractions among local entertainment sponsored by the city.

Mrs. Lillian Bernard Tonge, who has a small part in 'Father Macachy's Miracle,' at the St. James, N. Y., requested that she be given the star's dressing room because her legs were in bad condition. Actress did not get the specified quarters, but a room was made available so she may get to the stage with a minimum of effort on her part.

Mrs. Tonge is being treated daily at a hospital.

Solly Smallman is out of Leblang's ticket agency, N. Y., with which he was connected for 19 years, having started as an office boy. Staff presented him with a wrist watch and understood the agency paid him a bonus of two months' salary.

Smallman plans opening an agency on his own.

Dorothy Bryant, who resigned the leadership of Chorus Equity after serving for 18 years, was accorded a special honor by Equity's council which acts for both associations. Ordered that her name be continued on the letterheads as Executive Secretary Emeritus. Letter of praise was sent Mrs. Bryant. She is on an extended South American trip.

Two young showmen connected with last week's Broadway openings, made quick departures to Hollywood after the premieres. Sidney Harmon co-producer of 'Robin Landing,' returned to the Paramount lot, while Garson Kanin, who staged 'Too Many Heroes,' went to the Goldwyn studio.

TMAT Pickets

(Continued from page 53)

Grisman has given no special reason or his alleged opposition to his staff's joining.

Showdown Dive

Question arose whether the stagehands and actors whose unions are affiliates of the American Federation of Labor, as is TMAT, would 'pass the picket line.' There was no interruption of performances and since TMAT has not been taken in by IATSE no participation from the latter is expected at this time. Same goes for other stage unions but TMAT seeks a showdown on its labor affiliation. Pointed out that when Equity attempted to organize Hollywood in 1929 it received no support from any other labor union, but unionization has spread and developed since then.

There was some delay in starting the performance of 'Golden Boy' at Saturday's matinee. Show was put on by the Group Theatre, rated a radical organization. Players argued over the propriety of going on in face of the picketing, but the curtain rose at three o'clock, when it was certain that the stagehands had taken no sympathetic action.

Belasco Imposes

Managements of the theatres and shows involved had signs hastily painted announcing that 'All actors, musicians and stage employees of this theatre belong to the American Federation of Labor unions, with which we cooperate wholeheartedly and cordially. However, we do not approve of the unionization of our executives.'

Anticipating some action from the party, because of its labor affiliation, Grisman shifted a treasurer who is in the TMAT from the Windsor to the Belasco. When he exhibited his union card, the party entered the theatre. Otherwise the performance might have been called off.

TMAT ruled that the ticket seller, whom the manager recently brought over from Philadelphia, had passed the picket line and his card was withdrawn, possible suspension to follow. Stated that had he remained at the Windsor there would have been no such action.

Group sent a committee to TMAT Monday (22) with the request that the pickets be called off that evening because the house had been sold out in advance to a labor organiza-

tion. Demonstrating union replied it would make no exception and that the picket line would be formed as ordered.

Claim set up is that company managers, agents and treasurers are 'confidential executives' who 'handle our funds' and are 'vested with discretion in a large number of matters and in many instances have the right to engage and discharge labor.' Guild claimed it had never refused to employ members of the TMAT and also that its girl ticket sellers feared that if they joined the TMAT they would be forced out to make way for unemployed boxoffice treasurers.

Boxoffice men in line criticized the claims and spoofed the idea that they are executives. There appears to be some doubt about the grouping of the three classifications in one organization and union heads have been inclined to agree that company managers should not be active members of the union.

Picketing is to be continued indefinitely, it is understood. TMAT plans to enter the picture theatre field and place managers and treasurers in all major houses. Also seeks to have member ticket men in all places where tickets of admission are sold. Some are now being used as checkers by motion picture producers where films are on percentage. Believed that jobs can be found for all in the union and the picketing move is the first result of the members' demand for action.

The New York Theatrical Press Agents who have declined unionization sent word that TMAT 'does not speak for Broadway press agents. Not a single p. a. of any current Broadway attraction is a member of TMAT.'

Gamekeeper Anderson

Maxwell Anderson has bought a 1,000-acre fur farm and game preserve in the village of Hudson, Me., according to advices from there. Stanley and Mrs. Oliver, the writer's brother-in-law and sister, are spending the winter at the farm and will be joined next summer by the Andersons.

Understood the playwright plans construction of a studio for use next summer. He will continue to make his permanent home near Nyack, N. Y., a few miles outside New York City.

'Interview' Scorches WPA Execs; FTP 'Very Much Alive and Active'

WPA theatre heads burned last week over an article appearing in the dailies to the effect that the project was a complete flop and 'already as good as dead.' Mrs. Ellen S. Woodward, assistant administrator in charge of professional WPA projects, issued a sharp denial from Washington, where the offending article was date-lined.

Present allocation of funds for the Theatre Project extends until next June 30, but it is known that more coin has already been applied for to cover at least six months beyond that date.

J. Howard Miller, assistant to Mrs. Hallie Flanagan, national director, was supposed to have furnished the interview, but on the date quoted he was on the Coast surveying the field to which he was originally assigned. He is now attached to the New York project. Claimed the yarn contained 'numerous errors and misrepresentations,' although it was conceded it may have been based to some degree on an interview given by Miller two months previous. Story said he 'spoke coolly of salvaging the wreckage.'

Mrs. Flanagan was described in the article as 'day dreaming' of an expanded theatrical horizon, but it is pointed out that the project is operating in 40 cities within 22 states. Denied, too, that the intent is to establish a permanent national theatre, with work relief merely a secondary objective. Real reason for the project, according to the Woodward statement, is relief for unemployed actors, but that has been decryied any number of times by some project executives. As for a national theatre under a WPA setup, that could only be a 'possible eventuality at some future time.'

Stated that no unit in the theatre project is entirely self-supporting, due to many limitations under which it works, yet the article in question had Miller claiming the unit in San Diego had earned an annual profit of 45%, while one in 'Paris, Ill., earned 40%.' Mrs. Woodward declared Miller 'could never have made this statement' and pointed out there is no unit in the Illinois town mentioned.

Denied, too, that the government had decided to close the project, as insinuated in the story. Fact is there are now \$915 on the payrolls as against 12,263 last season, is explained as the result of the reduction in the whole WPA setup starting last July. Declared the project is 'very much alive and active.'

LEGIT GROUP ACTIVE IN PRO-CHINA MOVES

Theatre Arts Committee for Democracy and Peace will henceforth be the title of the group of legiti-mers which has hitherto been active in money raising for Spain, China and anti-Fascist causes. Switch in title was to allow for expansion, according to Hester Sondergaard, who made the announcement at a legiti's rally for China held Monday (22) night at the Hudson theatre, N. Y.

Lee Simonson presided at the meeting at which nearly \$300 was raised by Martin Wolfson, who made the collection speech. Contributors, many from the Group, included Frances Farmer, Laila Erickson, Morris Carnovsky, Jules Garfield, Phoebe Brand, Emanuel Eisenberg, Ernest Cossart, Luther Adler, Arthur Kober, Sheppard Strudwick, Ted Berger and Joe Julian.

Stage was decked out with Spanish, Chinese and American flags. Speakers included Arthur Kober, Pao-Chen Shih, Nat'l Student sec'y of the Chinese YWCA, Dorothy McConnell, Coburn Goodwin, Haru Matsui, a Japanese girl who spoke vs. Japanese militarism; Ferdinand L. Kerran and Dr. Chao Ting Chi, editor of Amerasia.

In his speech Kober revealed that when Ernest Hemingway was in Hollywood recently he had raised \$14,500 from 15 stars for an ambulance for Spain. Also commented on freezeout given Mussolini's son from Hollywood anti-Fascists.

Meeting was urged to boycott Japanese goods, especially silk stockings. About 250 attended.

Hallie Speaks

Hollywood, Nov. 23. Mrs. Hallie Flanagan, Federal Theatre Project head, told 1,300 performers at a meeting here last night that 'the Coast has contributed handsomely to the eminent success being achieved' by the government venture.

She said she welcomes honest criticism, but threatened to clean out the group of radicals who have been keeping the local organization in a turmoil. She defended the production here next week of 'The Weavers' against charges of communism on the ground that everything in the theatre must have a little powder in it.

Also said that around 1,000 FTP workers had left the ranks for other occupations during the year. J. Howard Miller, her assistant, likewise spoke glowingly of the strides made by the project.

Two Salary Claims Vs. Shuberts' 'Devil'; Cast Changes for 'Hooray'

Claims have been filed by two players who were let out of 'Between the Devil,' although they had run-of-the-play contracts. Howard Dietz-Arthur Schwartz musical, which was taken off for revision after trying out in Philadelphia, was put back in rehearsal last week by the Shuberts.

One of those making claims is Joseph Laturio, who was engaged for a moderate salary but was not called for rehearsal. Management stated his part was cut out in revision of the book. Other player not called had a minor part at minimum salary. But he had a run-of-the-play ticket and will receive salary also. Laturio is a radio performer.

Affair is not a matter of arbitration, Equity rules, holding that an actor holding a run-of-the-play contract must be paid as long as the show is on. Only stipulation is that such actor cannot accept an engagement elsewhere.

Cast changes in 'Hooray for What!' another Shubert musical now in its second week of a Philadelphia try-out, have Jack Whiting replacing Roy Roberts and June Clyde going in for Hannah Williams. Latter was dissatisfied with the song numbers assigned her. Miss Clyde was brought on from Hollywood where she was in pix. She also was in films in England.

'Hooray' is due at the Winter Garden, N. Y., next Wednesday (1).

Philadelphia, Nov. 23.

In bowing out of 'Hooray for What!' here last week, Hannah Williams explained that the songs were okay, 'but not for me.' Singer had two numbers in the show, 'In the Shade of the Old Apple Tree' and 'I've Gone Romantic on You,' by Harold Arlen.

Two of the local crits agreed with Miss Williams that she'd be better off minding her hubby and babies, while two distinctly liked her. Latter pair (who, incidentally, are also music crits for their sheets) are a m. reviewer and left the theatre before Act Two was finished. Evening ailer-sitter: were not so kind.

Miss Williams had a run-of-the-play binder. Amicable agreement on waiving it was reached, however, it was reported. Jack Dempsey (Singer's hubby), who never yenned his frau's return, to the boards, anyway, was understood pleased at the withdrawal.

Mitchell Laid Up

Theodore Mitchell, president of the Theatrical Managers, Agents and Treasurers' union, entered a hospital Friday (19) with an attack of pleurisy. Disaffection did not hinder the start of picketing of half a dozen Broadway theatres the following day. Action was ordered by the board.

Jack McCarron, executive secretary of the union, is the acting head.

James F. Reilly Quits As Par's Legit Manager

James F. Reilly, who has been general manager of the Charles Frohman office for Paramount since Gilbert Miller withdrew from that post, will relinquish the position Jan. 1. His assignment was management of the film company's legit activities. With Par through with such activity indefinitely, however, Reilly found too little to do, save acting on the managerial labor committee. Par's sole legit interest at this time is in the Lyceum theatre, N. Y.

Reilly was with the Frohman outfit for 35 years.

AUDISH TALENT FOR MANAGER LOOK-SEE

So-called Apprentice Theatre, which consists of a committee named by the American Theatre Council to uncover possible new talent among hundreds of aspirants who complained they had no way of displaying their talent, this week started auditioning some 500 embryos.

Several directors and managers are sitting in and passing judgment on the tyros, most of whom are from drama schools and colleges. Each aspirant is given 30 minutes in which to read certain passages of published plays and then a 15-minute audition. When the list is weeded out, all managers seeking talent will be invited to observe those selected as stage possibilities. Understood several hundred aspirants were dropped after interviews.

Committee's activities also concern young players who are members of Equity or have played small parts, but who have had little chance at jobs. They taken blocks of a separate group or classification. There are 14 'companies' being rehearsed daily and will give private performances when ready, also for managerial observation.

MERCURY'S 'CAESAR' A DEFINITE CLICK

Success of the acclaimed modern version of 'Julius Caesar,' at the former Comedy theatre, now the Mercury, N. Y., is no longer in doubt. All tickets priced from 55c to \$1.65 have been disposed of up to Dec. 27, the distribution having been made by the boxoffice. Ticket brokers have taken blocks of lower floor tickets which are \$2.20 top.

Takings the first full week topped \$6,000. House is of limited capacity, having 682 seats on three floors. Possible gross at the scale is about \$7,000, but many parties were arranged and subscription of other groups, such as the Theatre Union, which presented radical drama on 14th street, are being absorbed.

Mercury's cast group will adhere to its repertory plan, although the surprise success of 'Caesar' has extended that engagement longer than intended. After 'Caesar,' 'The Shoemaker's Holiday' will go on, with 'The Dutchess of Malfi' to follow. Revival of 'Heartbreak House' is also slated, but 'Caesar' may be repeated. This Sunday (28) the Mercury people will give 'The Cradle Will Rock,' novelty opera.

'Lady Precious' on Coast

Coast rights to 'Lady Precious Stream' have been obtained by Merle Armitage, Los Angeles showman, who will present it at the Philharmonic Hall there beginning Dec. 27. Manager also has the rights to 'Porgy and Bess,' which he will offer after the engagement of the Chinese novelty. 'Lady' was presented on Broadway by Morris Gest, who subsequently sent it on tour of the east and mid-west. It had been done previously in Europe.

'Lady' will play a week in Los Angeles, two in San Francisco, followed by a week of one-nighters and possible further dates. Clarence Derwent, who appeared in the Broadway production, will stage the Coast presentation, with Elfrida Dorwent, Barbara Barton, Jess Wynn and Albert Whitley in the company from New York; the rest of the cast of 50 recruited on the Coast.

Brokers Expect Tax Claim Cuts; Gov't Adds 5% Penalty; Protests

Shows in Rehearsal

'Wine of Choice,' Theatre Guild.
'One Flight Down,' Arthur Hammerstein.
'One Thing After Another' ('Barn Storm'), Walter Craig.
'Stop-Over' ('Truce With Tomorrow'), Chase Productions.
'Tell Me Pretty Maiden' ('Interview'), Busha and Tuerk.
'Who's Who,' Elsa Maxwell and Leonard Sillman.
'Between the Devil' (revised), Shuberts.
'Sledge,' Norman Bel Geddes.
'Something For Nothing,' Stuart Chase.
'The Shoemaker's Holiday,' Mercury Theatre.

Broadway ticket agencies, against which heavy tax assessments were recently filed, expect Washington to modify the levies. Revenue Dept. claims are on the ground that insufficient money was paid on admissions taxes under a strict interpretation of the law.

Until some word is forthcoming in regard to the brokers' efforts to obtain an easement, none is reported offering to settle. All those involved received new assessment bill last week, adding 5% penalty to the amounts claimed.

Meanwhile another movement has been made to eliminate ticket taxes, but not on the part of the agencies. Managerial interests have again appealed to Washington to remove the tax, claiming it is killing the theatre. William A. Brady, who campaigned for such removal before, is credited with doing so again.

Some theatre treasurers have made small payments on their assessments, which are based on the claim that any gratuities over the boxoffice price are excess money. Most, however, are unable to meet the demands of the Government and percentage penalties may also be tacked on such claims.

Most flagrant evasion of the 50-50 collection which the government seeks for boxoffice, people is alleged to have been made by a managerial firm which required its treasurers to kick in half or more of any gratuities, but gave the boxoffice people no receipts. Plight of those treasurers is that they are looked to by the government for the share of money which they turned over to the management. Such h.o. people are in a spot, not being able to complain to the government nor the management.

SELWYN'S S. F. VENTURE; N. Y. AND COAST LEGIT

San Francisco, Nov. 23. Interest in the Geary Theatre here was bought last week by Arch Selwyn, according to Louis R. Lurie, with whom he will be associated as part-owner of this legit house. Selwyn will have charge of bookings. Plans have already been made for Selwyn to present several new plays during the season. He will use New York City Hollywood casts. Following runs from two to four weeks each here, the plays will be produced in New York. Well-known concert artists and roadshow films also will be presented at the Geary from time to time, according to Selwyn.

First of the new offerings will be a comedy, 'The School House on the Lot' with George Jessel. Sam H. Harris will be associated with Selwyn in this production. Second presentation will be a play dealing with San Francisco in the 1850's, at the time of the gold rush. This will have three important stars, and its authors are Bradley King and Eugene Walter.

New York stage productions which will be seen at the Geary are 'Yes My Darling Daughter,' 'The Women' and 'You Can't Take It With You.' Selwyn will have offices here, in Hollywood and New York and it is his plan later on to establish in San Francisco a school of acting, with the hope of finding talent for both theatre and screen.

Burns Wins Dismissal

George Burns (and Allen) won a dismissal from N. Y. Federal Judge John C. Knox as one of the defendants in a breach of contract suit brought by Sam H. Grisman, legit producer. Burns was the only one to answer the suit and Judge Knox agreed with his attorneys that he could not be held individually liable in the matter.

Grisman, besides Burns, had named Jack Benny, George Jessel, Bert Wheeler, Robert Milford and the Glory For All, Inc., owners of the play of that name, for breaching an agreement made a year ago to furnish the play and to send on a east from the Coast, provided Grisman would obtain a house in which to produce it. He got the 48th St. theatre but alleges the defendants failed to carry out their end of the agreement. He sued for \$10,000 damages.

Equity Mulls Aide To Gillmore, Dulzell; Maybe an Outsider

New appointee officer of Equity, to assist Frank Gillmore and Paul Dulzell, is being considered. Idea, which has been under consideration for some time, appears to have crystallized after the new New York City administration last week announced the appointment of a deputy mayor to assist Mayor LaGuardia.

Committee is working on the selection, which may be made from the Equity membership but is more likely to be otherwise. Gillmore advocated such an assistant from the outside some time ago but it was realized that an efficient executive could not be secured unless paid more than a nominal salary. Matter was dropped but quickly adopted by the council when it was pointed out that first Gillmore and now Dulzell had been downed by illness.

Gillmore estimated it would require at least three months to break in an assistant, even if Dulzell reconsiders his resignation and is soon able to return to his desk. Equity head pointed out that he is overdue to assume the executive-directorship of the Associated Actors and Artists of America. Committee assigned to choose the new officer consists of Augustus Dunne, Philip Loeb, Richard Whorf and Robert T. Haines.

CO-OP EXPLOITATION BOOMS ST. LOO LEGIT

St. Louis, Nov. 23.

With the aid of the Playgoers' Assn. and a sock promotional tieup with KMOX legit in this town is turning its ledger complexion from red to rosy black after several chilly winters. Outstanding attention-getter was evolved by Jerry Hoekstra, director of the station's public affairs department, and the Playgoers. Opening night of every opus finds Josephine Halpin and Marvin E. Mueller doing a behind-scenes interview with biggies of cast for a 15-minute wax, which is played to KMOX dialers later in the same evening.

Big names on informal interviews have been Paul Lukas, Eugenie Leonovich, Dennis King, Florence Reed and Charlotte Greenwood. Stunt has been good for both KMOX and the American Theatre, the town's only legit house. Plentiful newspaper blurbs, direct mail and personal missionary work on ticket sale by Playgoers also gets results. KMOX grabbed exclusive privileges for this stunt and the station has received many complimentary letters on the idea.

HARPIS FOR 'WALTZES'

Philadelphia, Nov. 23.

When 'Three Waltzes' opens at Chestnut here next Monday (29) night, there'll be a femme harpist in the pit with the regular band. String-plunker is Ariel Perry, who last appeared in Rainbow Room, N. Y.

She'll accompany the musical when it moves to New York.

BROWN SUGAR

Barchester Towers

As a drama, however, it is heavily overboard on dialog. In many places the dialog is spread so thin that it frequently becomes meager theatre. The story gets under way slowly and even when near the close of the first

Burton.

TO BE CONTINUED

TO BE CONTINUED

This described as a "comedy" having to do with a woman who seems to have no harm in taking romance where she finds it. And that sums it up pretty well. And Chae, who has packed more entertainingly risqué wisecracks into three acts than most comedies in this season, is granting his audience a double dose of it, so lacks foundation—either in character or situation—that its fluffy plot is a foregone conclusion. The Lobbyists agreed that nobody could fail to enjoy it, but nobody would miss anything if he skipped it. I would not disagree. The center of the goings-on is Pamela Pennington, gay divorcee who has solved the problem of raising a child by herself. The trouble is that it happens. Cecilia is the daughter who is overripe but definitely not spoiled. Grandpa (Mrs. Robert Andrews) is a kindly old fellow who has been since she married Bob Pennington to give Cecilia a name. Starts out with a high and mighty air, but Pamela holds her own. The play is well held, except for Elsie Andrews, Pamela's trained nurse maiden sister who is dismissed from a patient who "tried to die" and is discharged.

SING, SWEET ANGELS

Burbage, one of England's earliest actors who rose to fame and, in his mellow years, leading interpreter.

In the latter portions the play lagged. Oscar Serlin, who has an interest in the piece, came from New York for the final rehearsals and to decide whether to risk a Broadway presentation. Opinion is that if the play can be doctored to maintain the tide and pace of the earlier scenes before town audiences may go for it and go as much enjoyment as did the Pasadena first nighters. It's pertinent to

RIGHT THIS WAY

carry them into songland listing. *Kon.*

LOVE OF WOMEN

Plot tells of an affection that has grown between two femme fatale beauties, Brigit and Vere, during a five-year struggle for recognition. Both girls have been burned by earlier romances and have decided to work out their life plan minus men. They've taken a small cottage in Sussex, England, and live so completely alone their existence causes rumors in the nearby village. Even the local neighbors are intrigued.

FIFTY-FIFTY

(MASK AND WIG)
Philadelphia, No

Gypsy in My Soul.' Another, 'Open Those Gates,' coming towards the end of the show is close behind. 'Make Believe Island' and two comedy numbers. 'It's Corny but It's Fun' and

feature. The costuming and makeup of the 'girls' is better this year. It helps the effectiveness of the many dances of the dancing chorus. Settings, too, are well lighted.

Weakest feature, as usual with this type of show, is the book, although this year's is considerably better than some of the more recent offerings. Yarn, briefly, concerns a press agent

Weather Chilling Chi Grosses;

'Women' \$15,500, 'Daughter' \$14,000

Chicago, Nov. 23.

Plenty of replacements are due in the legit scene within the next couple of weeks. 'Brother Rat' has posted 'last weeks' notice and is scheduled to quit town on Dec. 18, clearing just in time to escape the pre-Christmas week. Last week in town for both 'Yes, My Darling Daughter' and 'The Women', the latter scrambling for 10 excellent weeks while the former has had a good four-weeker under the American Theatre Society banner.

'Grand gets' 'Doll's House' on Nov. 29 as the third play of the Theatre Guild-American Theatre Society season. For the Erlanger after 'The Women', the hope is to see 'Doll's House', though it doesn't look as if the show will be in until after Christmas. For the Selwyn after 'Rat' the talk is for 'Tovarich', though also doubtful whether it'll be here before the holidays.

WPA brings in another revival on Thanksgiving night, delivering 'The Day's Dispute', which is a two-revival setup for the Federal Theatre, Eugene O'Neill's 'The Straw', continuing on excellent notices and patronage at the Blackstone. General business was off somewhat throughout the legit lists last week, with the weather's sudden switch to ice and cold blamed for some of the drop.

Estimates for Last Week

'Brother Rat', Selwyn (1,000; \$2.75) (14th week). Slated to quit town on Dec. 18. Slid considerably last week and had to be revised up to \$4,500. 'The Women', Erlanger (1,300; \$2.75) (10th-fifth week). Held somewhat better than the rest of the attractions, especially on final weeks' notice. Okay at \$15,500, with big cheaper seats demand.

'Yes, My Darling Daughter', Grand (1,300; \$2.75) (4th-fifth week). With the subscription money, was taken down a bit to \$14,000, but still fine trade.

'You Can't Take It With You', Harris (1,000; \$2.75) (5th week). Will be here for year easily at the current pace. Another excellent session at \$11,000.

'Devil's Disciple', Great Northern. Opens Thursday (25). 'The Straw', Blackstone.

'ROAD' \$21,000 RECORD WEEK IN TEXAS STANDS

Houston, Nov. 23.

All roadshow records in Houston were broken by 'Tobacco Road', which did a \$21,000 gross at the Majestic theatre, with three performances the beginning of last week. Pulled smash \$21,000 on the week.

After the opening performance, which was bucking the opening of concert season with Albert Spaulding appearance, there was a complete sell-out with two extra rows of chairs placed in the orchestra pit.

'Tovarich' \$4,500, L'ville; Press Boosting Legit

Louisville, Nov. 23.

In two performances, Tuesday (23) the Gilbert Miller production, 'Tovarich', with Eugene Levontovich and McKay Morris grossed \$4,500 at the Memorial Auditorium. Prices were scaled at \$2.99 top for night and \$2.20 for the matinee, which included state and federal taxes.

Road season promises to be one of most prosperous in many years, despite heavy impost of state taxes, which many hope will be removed after the first year. Local Courier-Journal aiding in promotion of biz for road shows by running full-page spreads with art to induce out-of-town patrons to attend the stage offerings.

'This Way' \$5,000, Cincy

Cincinnati, Nov. 23.

'Right This Way' was a b.o. disappointment at the Cox last week, getting under \$5,000 at a \$2.75 top. New musical comedy received on good and two kindly notices. Guy Robertson went into the show Saturday (20) for the matinee and night performance, replacing Michael Doyle. Robertson's entry was not advertised or blurb in the news columns.

Theatre has Joan Bennett in 'Stage Door' this week at a \$2.43 top. Next week Fredric March and Florence Eldridge in 'Yr. Obedient Husband' at a \$3.30 top. Week of Dec. 6 the Cox gets Helen Hayes in 'Victoria Regina' at \$3.30 top.

'Towers' \$5,000, Buff

Buffalo, Nov. 23.

'Barchester Towers' drew only fair \$5,000 for four shows last week. Tryout of Guthrie McClintic's newest production, with Ina Claire.

'SHOW' \$6,000, SEATTLE

Disappointing Take in Three Performances, Portland Okay

Seattle, Nov. 23.

Music Hall was leased to Bill McCurdy by Hamrick-Evergreen for two nights and a matinee—Tuesday-Wednesday—last week for Billy Rose's 'Show of Shows'. Main floor prices hit a new top for Seattle in recent years—\$3.45. Matinee top was \$2.50.

Take was disappointing.

Estimate for Last Week

'Show of Shows' (Billy Rose), Music Hall (2,300; \$3.45). Two nights and mat., mildly drew around \$6,000, with \$900 of that at Wednesday matinee.

Portland, Ore., Nov. 23.

Billy Rose's 'Show of Shows' invaded the Pacific N. W., mopping up great b.o. biz. Two days at the Auditorium here got around \$8,000 at \$3.30 top.

Advance bally savors of burlesque, but there's nothing to annoy a Sunday School picnic, if anything, it's a little tame on the sensational side.

After two days here, show moved to Seattle where biz was good too.

PHILA. BOOKING JINX; WYNN \$16,500

Philadelphia, Nov. 23.

Latest booking casualty here is 'Having Wonderful Time', scheduled for next Monday (29) at the Erlanger theatre, but yanked, and now mentioned tentatively for Xmas week. Nothing is definitely set in between at present writing, although there is a possibility of 'Behind Red Lights'. Philly also nearly lost 'Three Waltzes', big Schubert musical importation, but unless somebody changes his mind again this opera will open next Monday (29) at the Chestnut. Only other booking set is Maurice Evans' 'Richard II', opening Dec. 6 at the Forrest, where it will stay two weeks.

Some rather good biz is forecast for this week. Mask and Wig's 'Fifty-Fifty', 50th annual production, looks bound for a healthy gross at the Erlanger, although it won't be comparable to pre-depress days when the Wiggers grossed \$70,000 in two weeks at the old Forrest on S. Broad street.

Estimates for Last Week

'Hokey for What?' Forrest (2,000; \$3.42) (2d week). Opened Tuesday (16) so as not to conflict with 'Housemaster'. Notices mixed, but being season's first light musical, it rose to an okay \$16,500 in seven performances and should up this week with holiday.

'The Housemaster', Chestnut (1,846; \$2.50) (2d week). Rave notices all around, but not a great deal beyond ATS subscription foundation, \$11,500.

'Rat' 14G, Detroit

Detroit, Nov. 23.

Detroit's good response to legit held up strong for 'Brother Rat' last week at the Cass. George Abbott comedy grabbed around \$14,000. Nine performances, at \$2.75 top, with matinees rather sludgy but nights consistently good. Good advance sale on the first musical this season, 'Right This Way', which opened last night (Monday) at the Cass, at \$2.75 top. Alice Alexander's new show is in for a week's stand here, which'll leave the Cass dark for at least two weeks.

New play is Helen Hayes in 'Victoria Regina', due Dec. 13, followed by 'Your Obedient Husband', Dec. 20, and Joan Bennett in 'Stage Door', Dec. 27.

Estimate for Last Week

'Brother Rat' Cass (1,400; \$2.75 top). Ballyed nicely and got a good play at \$14,000. Current is 'Right This Way'.

'Letty' \$14,000, St. Loo

St. Louis, Nov. 23.

'Leaning on Letty', with Charlotte Greenwood, grossed \$14,000 last week for nine performances ending Saturday (20). The play, at the American Theatre, town's only legit house. This is the second best take of the current season, being exceeded only by 'Tobacco Road'. Heavy billing, plus radio and newspaper plugs helped. Second balcony was opened for the engagement.

House is dark currently, but reopens Sunday (28) with 'The Women'.

'Richard' Big 16G, Cleve; 'Letty' and Hayes Follow

Cleveland, Nov. 23.

Carl Hanna's legit house picked up again last week with Maurice Evans' 'Richard II', compensating for the previous poor week by the new 'Right This Way'. Considering \$3.30 top and local handicaps, \$16,000 for six days was certainly good.

Charlotte Greenwood in 'Leaning on Letty' opens tonight (Tuesday) and 'Victoria Regina' for Nov. 29 is already booming a phenomenal advance sale. Play House doing 'Excursion' and 'Green Bay Tree'.

Estimate for Last Week

'Richard II', Hanna (1,435; \$3.30). Fine \$16,000 and would have gone stronger in a week with fewer competitive factors.

GRID MOB UPS HUB; TOVARICH \$11,500

Boston, Nov. 23.

Two new entries, 'Love of Women' and 'Three Waltzes', spiffed up the week here, but trade generally lagged until the weekend when the town was mobbed by the Harvard-Yale crowd shopping for new and old shoes.

'Waltzes', opening Nov. 13, got a polite, lukewarm reception from the press; 'Love of Women' opened Nov. 18 shocked a couple of reviewers but was otherwise applauded. Causing most word-of-mouth of anything this season, except 'Victoria Regina' and 'Rat', 'Tovarich' held a good pace in its second week. 'Can't Take It With You' sailing along in 12th week, and 'Room Service' Saturday (27) rises after nine weeks at the Copley. 'The Housemaster' by Ian Hay, and starring Frederick Leister, comes into the Wilbur Nov. 29, after a New Haven tryout.

Estimates for Last Week

'Tovarich', Shubert (3d wk) (1,590; \$2.75). Big on matinees, fair evenings, but football weekend boosted second week to okay \$11,500. Two more weeks.

'Three Waltzes', Opera House (2d wk) (2,944; \$3.30). Operetta getting scant attention. Under \$10,000 for opening frame, but more week, then slated for Philly.

'Love of Women', Wilbur (2d wk) (1,227; \$2.75). Looks okay, with light nut. Opening four shows, tallied around \$5,000.

'Can't Take It With You', Plymouth (12th wk) (1,480; \$2.50). Natural for the weekend sporting crowd, lifting the take to nice \$10,000 last week.

'Room Service', Copley (8th wk) (1,029; \$2.50). Satisfactory \$5,500 for next-to-last week.

'DOODLE' 14G, WASH., 'CONTINUED' CURRENT

Washington, Nov. 23.

'Ghost of Yankee Doodle' bowed in with plenty of fanfare and critics were kind both to play and to Ethel Barrymore, but most of what it took in was assured through being four subscription play of American Theatre Society.

Current is premiere of 'To Be Continued', with Lucille Gray, opening night papered capacity and week of week dependent upon how many of the wisecracks are repeated and how often. Next is Maurice Evans in 'King Richard II', with \$10,000 in the till through mail orders five days before the b. o. sale opened. Dec. 6 brings the opening of 'Love of Women'.

Estimate for Last Week

'Ghost of Yankee Doodle', National (2,757). ATS subscribers and Ethel Barrymore loyalists held week to approximately \$14,000, but the younger set, at the Cass, at \$2.75 top, the go-by, figure adding up to lowest of four ATS offerings so far this season.

'Murder' \$3,400, Balto

Baltimore, Nov. 23.

After a series of weeks of legit here, the town took a nose dive last week with the pre-Broadway showing of 'Merely Murder' at Ford's. Pulled no more than \$3,400 for the stanza. Good opening night and fair advance slumped to nothing after a general going-over by local crit.

'Richard II' is current, at Ford's against 'Behind Red Lights' at the Maryland. Biz is looking up, with healthy takes indicated for both houses.

Estimate for Last Week

'Merely Murder', Ford's (1,988; \$2.20). Off to a good opening night, but tumbled thereafter. Pre-Broadway try of new wildcat gained a bare \$3,400 for the week's effort. 'Richard II' current, looks strong.

No Click in Six Entries, But 'Golden Boy' Now Definitely In,

\$13,000; 'Caesar' Capacity \$6,000

During a six-day period, when Broadway viewed six fresh shows, none of which appears to have clicked, it was notable that the leaders, new and old, mostly held to business form. Monday (22) saw a dip, but that was expected in the face of Thanksgiving. Seasonal dip is therefore likely after the current week.

It is now definitely indicated that 'Golden Boy', at the Belasco, is in the chips with its second full week topping \$13,000. Gross would have been higher last week but for some reduced blocks of tickets sold to parties. Like 'Boy', the surprise click, 'Julius Caesar', is presented by an independent group. Latter show bettered \$6,000 in a limited capacity house (Mercury), playing to capacity at \$2 top.

'Father Malachy's Miracle', St. James, drew the best notices of last week's crop, but ticket sales were not brisk; 'Madame Bovary', Broadhurst, got reviews uniformly good for box office, taking the edge off the show's road rep; 'Too Many Heroes', Hudson, had a fair press but the theme looks hopeless and takings were very small; 'Robin Land', 46th Street, adverse; 'The Bow Breaks', Little, given a brushing off and stopped after three times; 'Work Is for Horsemasters', Carter, Windsor (48th Street), panned.

Ed Wynn musical, 'Hokey for What?' comes to the Winter Garden next week, other entrants, 'Barchester Towers', Beck; 'Merely Murder', Playhouse; 'Brown Sugar', Biltmore, and possibly 'To Be Continued', house to be named. Abbey Players, as well as extra effort of the Western World, being the current offering at the Ambassador.

Estimates for Last Week

'Amphitryon 38', Shubert (4th week) (C-1,387; \$3.30). In face of so many new entries, commands great attendance and the gross is about \$22,000.

'Babes in Arms', Majestic (33rd week) (D-1,018; \$3.30). Operating on modest nut with cast taking cut recently; estimated around \$5,500. 'Siege' booked in Dec. 8.

'Madame Bovary', Broadhurst (2nd week) (D-1,116; \$3.30). Operating on modest nut with cast taking cut recently; estimated around \$5,500. 'Siege' booked in Dec. 8.

'Many Mansions', Biltmore (5th week) (D-989; \$3.30). Slated to move to another house with 'Brown Sugar' booked in, operated in red so far; \$3,000.

'Mice and Men', Music Box (1st week) (D-1,018; \$3.30). Presented by Sam H. Harris. Directed by Joe Steinbeck from his novel; opened last night (Tuesday).

'Robin Land', 46th St. (2nd week) (D-1,375; \$3.30). Opened last Thursday (18) with dir. adverse press; chances doubtful.

'Room Service', Cort (28th week) (C-1,058; \$3.30). Laugh show continues to clean up with most performances approximating capacity; \$15,000.

'Susan and God', Plymouth (8th week) (CD-1,038; \$3.30). Sock comedy drama looks set for the season; selling out regularly; \$21,000.

'The Bow Breaks', Little. Drew press lashing; opened Friday (19) and closed, Saturday (20).

'The Star Wagon', Empire (8th week) (CD-1,086; \$3.30). Not far from capacity; season's slum; also indicated; gross tops \$17,000 mark weekly.

'The Women', Barrymore (48th week) (C-1,048; \$3.30). Fine grosser among holdovers; clicking to goodly profit weekly with pace last week \$16,800.

'Work Is for Horsemasters', Windsor (1st week) (C-859; \$3.30). Opened Saturday (20); added starter severely panned; chances doubtful.

'Tobacco Road', Forrest (20th week) (C-1,107; \$1.65). Got better than \$6,000 last week; long stay close to fourth anniversary.

'Too Many Heroes', Hudson (2nd week) (D-1,194; \$3.30). Lyrical melodrama accorded mixed notices; chances doubtful; estimated around \$2,500.

'Yes, My Darling Daughter', Vandevert (1st week) (D-1,194; \$3.30). Lyrical melodrama accorded mixed notices; chances doubtful; estimated around \$2,500.

'You Can't Take It With You', Booth (1st week) (C-1,086; \$3.30). Passes year's run mark soon and another stay in for the season; approximates \$15,000 weekly.

Revels

'Julius Caesar', Mercury (Comedy); getting at house will hold; around \$6,000 at \$2.20 top.

'Abbey Players, Ambassador; bill changed to 'Playboy of the Western World'; starts Saturday (20).

'The Treasures of the American Music Hall; old style melior.

WFA

'Processional', Elliott. 'A Hero Was Born', Adelphi; closes Saturday.

Eugene O'Neill playlets; Lafayette, Harlem.

HAYES' \$30,000 IN PITT; SRO IN ADVANCE

Pittsburgh, Nov. 23.

For first time in Pittsburgh's legit history, a show sold out completely before it opened. It is Helen Hayes' 'Victoria Regina', which had absolute capacity of around \$30,000 (at \$3.30) top assured before curtain went up on first performance Monday night (22).

Mail order sale was first advertised almost two months ago. Advance from this source was better than \$22,000 when district office was going through the window last Thursday. What tickets there were left disappeared before the day was up.

Although likely that Miss Hayes will give an extra mat on Friday (27) although that hadn't been announced until a late hour Monday. With SRO on sale every day, the district office is sure of additional performance should send gross pretty close to \$35,000, an all-time high here for a straight dramatic show.

Bennett Pic Draw Ups

'Door' to \$16,000, Pitt

Pittsburgh, Nov. 23.

Fears for 'Stage Door' because of the poor advance sale were nullified last week; at the Nixon right after the opening when window first suddenly became heavy and spurred the attraction to \$16,000. It was second only to 'Tovarich', which had ATS backing, as high legit gross for the year so far. Crit all treated the play warmly but went softly on subject of Joan Bennett, the star.

Current 'Victoria Regina' was 'in' for capacity trade before first performance last night (22) but house will probably be dark for the next fortnight, first showless stanza in 11 straight weeks. Nothing in light until Frederic March show, 'Yr. Obedient Husband', Dec. 13.

Estimate for Last Week

'Stage Door', Nixon (2,100; \$2.75). Started slowly but finished strong, getting around \$16,000, surpassed only by 'Tovarich' for year.

Star Joan Bennett exerted strong pull with movie crowd, balcony and gallery call being particularly heavy, but downtown moderately light except for mats, with SRO sign up for both of them.

Italy Visions Florence As Salzburg Rival; Seeks Names

Rome, Nov. 12. Locals are intent on building their annual Florentine May Festival into an international event along the lines of the Salzburg Festival and to this end are securing famed international groups to attend and perform at next music fest.

Reported that Rouben Mamoulian will stage an outdoor performance of Shakespeare's 'As You Like It,' but this has not been confirmed. Viennese State Opera will give Weber's 'Euryanthe,' the Budapest Royal Opera will give two performances, a German company is skedded for an outdoor performance of 'Die Wauke' and Furtwaengler is set for a concert with the Berlin Symph.

Besides a concert of modern music, a new opera, some novel stagings of Verdi operas, ballets and other light pieces; there will be a performance by the Jia Ruskaja group, French, Swiss and Hungarian groups and the Sakharoff troupe. Recent singing contest held under auspices of Florentine May organization with five prizes of \$250, brought out only one good tenor and showed a lack of the higher pitched pipes. Second tenor prize was in consequence given to a soprano, bringing up number of cash-taking sopros to three.

3 Coast Cities To Split Concerts Set By NBC-Red Network

San Francisco, Nov. 23. Winter season of Standard Symphony Hour concert, bankrolled by Standard Oil of California, on Thursday nights over Pacific Coast NBC-Red web, is under way. Seattle and Portland (Ore.) symph orchestras are alternating during first six broadcasts of series. San Francisco Symphony is skedded to play its first program Dec. 2, following return of conductor Pierre Monteux from New York.

Portland and Seattle musicians are playing three concerts each. Frisco group will broadcast 10 times. L. A. Philharmonic four, and specially organized 'Standard Symphony Orchestra of Los Angeles,' composed of Philharmonic members, six times during season, which ends April 21. William Van Hoogstraten is conductor in Portland. Basil Cameron, Seattle. Otto Klemperer will direct L. A. Philharmonic, and Henri Svedrovsky the second Southern California group.

WPA Symp Clicks With Policy of New Works

Chicago, Nov. 23. Concerts given by the Illinois Symphony (WPA) Sunday afternoon a Great Northern here has been getting considerable favorable comment due to policy of presenting new works instead of sticking rigidly to the masters.

Fort is being made to have approximately 50% of each program made up of numbers which have not been given before in Chicago. In doing this, arrangers dig up forgotten numbers by old composers and go out and get stuff from moderns, many of whom are unknown. Concert given week ago had four numbers in premiere, three of whose composers were present.

Philly Orchestra Seeks Larger Aud; More Seats

Philadelphia, Nov. 23. Philly Orchestra Association, is considering plan for moving Saturday night concerts from Academy of Music to a larger auditorium to solve 'Saturday night problem.' Any shift is bound to bring flock of squawks from blue-blood and that's been attending concerts in Academy for years.

Problem arises from fact that there are always 300 to 500 empty seats in the \$2.50 section, while hundreds wait in line for whom are unknown. Concert given week ago had four numbers in premiere, three of whose composers were present.

STOKI'S SERENADES

Philly Urchins' Madrigal Chansons Appeal to Maestro

Philadelphia, Nov. 23. Since his return to Philly from Hollywood, Leopold Stokowski has been repeatedly serenaded by the town's urchins, for whom he regularly conducts gratis at Youth Concerts. Kids meet outside his Bohemian-like little house in the hoity Rittenhouse Square district and vocalize under the maestro's window. Whether it's joy at seeing them, or merely a way to save the high-priced Stoki musical ear is the blond conductor's secret; but he invariably invites the moppets in and gives 'em a fatherly talk on the glories of music.

Philharmonic Tops Concerts In N. Y., \$14,300

Unsavory weather again rapped the b. o. last weekend and New York concert grosses consequently faded for the second straight week. As usual, the Philharmonic-Symph fared better than other music events, being bolstered by its subscription list. However, Efreim Zimbalist packed a pop-price house at the YMHA, and Elisabeth Rethberg was okay at a Carnegie Hall benefit. Alfredo Salmagie's Hippodrome Opera Co. was damped for two performances.

Estimates for Last Week
Philharmonic-Symph. Carnegie Hall (2,760; Wed. eve, Fri. aft. \$3; Sat. eve, \$12 Sun. aft. \$2). John Barbirolli conducting; nice \$14,300 for four times. Monday (22) night's pension fund concert was almost a sellout, \$11,000.
Boston Symp, Carnegie Hall (2,760; \$3). Thursday (18) evening. Batoned by Serge Koussevitzky, the Hub symphers replaced Philharmonic for this date, pulling \$4,600.
Elisabeth Rethberg, Carnegie Hall (2,760; \$3.30). Saturday (20) afternoon. Singer was okay, if no bonfire; estimated \$2,900.

Efreim Zimbalist, YMHA Hall (1). Sunday (21) evening. Place was packed at the peanut price. Strictly a 'benefit' by this b. o. biggie fiddler.
Hippodrome Opera, Hipp (5,500-99c). Friday (19) evening, Saturday (20) afternoon. Pop price opera took in the week, \$3,000 for two performances. Outfit is set for five shows over three days, tomorrow (Thanksgiving) through Saturday (27).

Grace Moore Wows Chi

Chicago, Nov. 23. Grace Moore was a sellout in 'Manon' at the Chicago City Opera last Wednesday (17). Drew audience ovations, though the critics were less enthusiastic.

Met Opera Mumm on Unionism

No Hint of Management's Attitude but Guild Has Served Notice

Schumann-Heink's Estate

Hollywood, Nov. 23. Ernestine Schumann-Heink left an estate consisting mostly of jewelry valued at \$33,932, aside from bequests of her medals and diplomas to the Smithsonian Institute. Division of her effects made among four of her five children.

STEINWAY HALL

(December Bookings)
3-Aft. Kemp Stillings.
3-Eve, Julia Vail.
5-Aft., Lorena Jordan Cole.
7-Eve, Jean Reed, Artorio Ruffo.
9-Eve, Harold and Marion Berkley.
17-Eve, Suzanne Bloch.

Fishell's .657

Dick Fishell, VARIETY's crystal-gazer, upped his winning percentage last week. Results of next to closing games showed, out of 26 selections, he called 18 and lost 8. Two of the 8 lost were ties.

Complete record for the season to date is 123 wins, 64 losses, giving him an average of .657. Nineteen ties are included in the 64 losses which, if forgotten, would boost the figure to .740.

HENRY ARMSTRONG AGAIN WINS BY K. O

By JACK PULASKI

Very few who have watched the sensational Coast colored boy, Henry Armstrong, in his various exhibitions at Madison Square Garden have any doubt that he is the best little fighter in the world. Friday (19) he scored another knockout, stopping Billy Beauhold, of Jersey, who had not been defeated in more than 40 encounters, in five rounds. They were betting 3-to-1 and more that Hank would cop.

When Joe Louis was on the way up he was regarded as the hardest puncher since Jack Dempsey's heyday. There are now many who doubt the heavy-weight champ's gameness, but that doesn't go for Eddie Meade's meal ticket, by the grace of Al Jolson's bankroll. Furthermore, Armstrong is a better ringman than Louis in all departments, considering his inches.

Armstrong won the featherweight (126 pound) title recently by knocking Peety Sarron. It was then predicted he would invade the light-weight (135 pounds) division and be just as successful. Beauhold is in the latter class, and now the only boxer who might prevent the Californian from grabbing that title, too, is Lou Ambers. Observers figure that Lou just has a lean of the title and that Henry will be the next possessor of it.

Beauhold was sitting in his corner being administered by handlers after the bell ended the fifth round, when the referee walked over, took a look and waved to indicate there would be no further milling. Jerseyite was cutflow both eyes and the side of his mouth was slashed. He had been knocked down and the count was seven when the bell saved him.

In taking a bad beating, Beauhold fought gamely, however. Big house was in an uproar during the first three rounds. Henry had blond Billy on the canvas in the first frame, Beauhold taking the nine count. Loser sent in many blows himself during the next two rounds, but the Dempsey-like batter from the west made Beauhold back up all the way, and it was just a question of how long he could last.

This Friday (26) Nathan Mann, of New Haven, will face Bob Pastor in the main event. Pastor is the guy who ran backward for 10 rounds, chased by Louis when he last appeared at the Garden. Mann, who hasn't been much thought of in his home town, attracted attention some time ago by winning from Eddie Blunt. That heavy is in the hospital, having been operated on for hernia, the probable reason he failed to beat Lovell, the South American, at the Hippodrome two weeks ago.

Football

By Dick Fishell

The pigskin toters close the regular season this week with some tough ones on Turkey Day and more of them on Saturday. With All-American nominations being in order, some class football should be observed throughout the country.

Thanksgiving Day

Rutgers at Brown
The big Scarlet aggregation from the banks of the Hارتan have had their most successful season in about 10 years. The Brown Bear is also a comer and with improvement each week, have reached a high state of efficiency. Believe McLowrey's boys too good for smaller Rutgers squad.

Detroit at Duquesne
The Dukes have been the disappointment of the season. They were supposedly loaded with material but

lets, and to win by an overwhelming score. The score is necessary for that Rose Bowl bid and that's just what will happen. Can't see anything, from any angle, but Fordham by at least two touchdowns.

Boston College at Holy Cross
BC is not a smart ball club. They're not alert and have no offense. Holy Cross, well coached, well manned, and with one of the best running backs in the east in Osmansky, should get sole score in game.

Army-Navy at Philadelphia
Potentially, this Navy squad has everything, but they've been one of the stupidest teams in the country. They seem to be a one-play squad and certainly are not opportunists. Army, though having one of their weaker elevens, should have enough to grab a close decision here.

Probable Football Winners And Proper Odds

(Predictions Based on Fair Weather).

By DICK FISHELL

Thanksgiving Day

GAME	WINNER	ODDS
Rutgers at Brown	Brown	8/5
Cornell at Penn	Cornell	12/5
Detroit at Duquesne	Detroit	7/5
Tennessee at Kentucky	Tennessee	3/1
Alabama at Vanderbilt	Alabama	9/5
Texas at Texas A & M	Texas A & M	8/5
Arkansas at Tulsa	Arkansas	2/1

Saturday, Nov. 27

Stanford at Columbia	Columbia	1/3
NYU at Fordham	Fordham	4/1
Boston College at Holy Cross	Holy Cross	8/5
Army at Navy	Army	Even
Pittsburgh at Duke	Pittsburgh	25/1
Auburn at Florida	Auburn	12/5
Georgia at Georgia Tech	Georgia Tech	2/1
LSU at Tulane	LSU	3/1
Nebraska at Kansas State	Nebraska	6/5
USC at Notre Dame	Notre Dame	2/1
Rice at Baylor	Baylor	5/7
SMU at Texas Christian	Texas Christian	8/5
Santa Clara at Gonzaga	Santa Clara	2/1

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they fell away short of their mark. Detroit, on the other hand, tutored by Gus Dorais, has a well-balanced attack and one of the high scorers of the nation in Andy Farkas. Andy will grab plenty yardage to take this.

Cornell at Penn
Penn is what's disappointment of the year. What was a great forward wall has developed into a slow-footed, awkward combination. Cornell's great line, with an All American end in Holland, should set up the openings for Peck and Baker to get plenty of markers.

Tennessee at Kentucky
Kentucky's below par and it's not even a mediocre eleven. Tennessee, with an abundance of talent and good coaching, should put the pressure on and win decisively.

Alabama at Vanderbilt
Alabama has Rose Bowl hopes and whether they go or not may depend entirely upon the outcome of this contest. This is the big game of the South and Vandy, though good, will have a tough afternoon. It's not a deadlock, this should go to Alabama.

Texas at Texas A & M
Texas has won but one major conflict, while the Aggies, led by Dick Todd and Joe Routh, have displayed an excellent all-around game. On records, Texas A & M should win. Arkansas at Tulsa

Tulsa, though not rated as a big time football institution, has a pretty fair team. They've been picky to major opponents with a bewildering spread formation. Arkansas is just a bit too smart and too well coached to be upset here, and should win by a couple of tallies.

Saturday (27)

Stanford at Columbia
The Stanford Indians come east after taking a hard batting from the California Bears, and their Coast Conference season with a good record. The Lions have dropped five decisions in this campaign and certainly have not shown a running attack. The beating by the Bears, three full days on a train, and a courageous Columbia squad should provide an upset for the Indians. Lou Little getting a happy ending to a disastrous season.

NYU at Fordham
The Rams have two objectives—to avenge last year's defeat by the Vi-

Pittsburgh at Duke
No team in the country without 22 good men can stay in the same park with Pittsburgh for a full 60 minutes. By interchanging his eleven each quarter, Jack Sutherland keeps the pressure on throughout. Pittsburgh will keep their record clean.

Auburn at Florida
Florida is just another team, while Auburn has shown flashes of great football. They certainly have enough to outscore this Florida gang.

Georgia at Georgia Tech
Georgia had an off year, while Tech has been good. This, of course, is a tradition game which means past records can't be counted, but Georgia Tech, with some high-class backfield stars, should win.

LSU at Tulane
Tulane has done nothing but defeat Colgate, and that wasn't difficult to do this season. Louisiana, with a versatile attack and plenty of manpower, should have no difficulty.

Nebraska at Kansas State
The Corn Huskers seem to have found themselves, and though Kansas State has a pretty fair looking win column, don't believe they've got enough to halt the Huskers.

Southern California at Notre Dame
This seems to be one of those Notre Dame teams of destiny. They capitalize on the opportunities as they're presented and have an All-American end in Chuck Sweeney. USC never reached the possibilities looked for in September. It's in South Bend and that means a triumph for the Ramblers.

Rice at Baylor
Toss the coin here, because the successful tossing of passes will eventually bring out the better team. Baylor seems to have the better aerial game, and they should cop it.

Southern Methodist at Texas Christian
The Methodist Mustangs are another aerial circus, and their running game is not strong. Texas Christian has a better, balanced attack and with O'Brien as the spearhead should come through.

Santa Clara at Gonzaga
Gonzaga, a good defensive outfit, has not the power punch to ring up many points. Clara rates second to California on the Coast and don't believe they can be defeated here.

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